

KYRIE MORRIS
2010825
INTERNATIONAL MUSIC MARKETING
CREATION PROJECT
ELEMENT 2A

GIG-GOGZ MARKETING CAMPAIGN

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► GIG-GOGZ ◀

● Appendix A: An Introduction to Gig-Gogz

Gig-Gogz, the brand new company blending virtual reality (VR) technology with music to create immersive, experiences.



- The 3D encounter will take customers on a unique, sensory-loaded trip into the technicoloured realm of live music and events, all from the comfort of their homes.
- Many would argue that nothing quite beats the atmosphere of a live gig, the crowds, the energy, the anticipation of blissful chaos. Yet to some individuals it's their idea of living hell. Whether it be down to personal preference, social anxiety, health issues, or in many cases, disability; some music-lovers struggle to tolerate crowded, live-music environments.
- Gig-Gogz is here to provide such demographics with the opportunity of *inclusivity*, after all, music has the power to *unify* the world, and nobody should be left behind.
- Designed and manufactured by [Sony Electronics \(SEL\)](#), the VR headpiece will combine cutting-edge HD 3D technology with exquisite audio, creating the ultimate, incomparable virtual experience.

STEP INTO INFINITY...

► MARKETING OBJECTIVES ◀

● Appendix B:

- The Gig-Gogz marketing campaign will commence on Friday 14th January 2022 and run through until Friday 17th January 2025 - A total of three years to execute the plan's objectives.
- Initially, the campaign will focus on developing the Gig-Gogz brand, building the company's narrative, designing its visual assets and defining its client base through extensive research.
- Throughout the campaign window, business meetings with influential professionals will take place to establish lucrative brand partnerships and investments. (i.e, Steve Dalton of Sony Tech, O2 Academy Group, Autistica UK & Sony Music's Global Social Justice Fund).
- Regular liaisons are scheduled with Sony Music's Equality, Diversity & Inclusion Committee. The intention is to attain a £2 million investment from the Global Social Justice Fund to support the Gig-Gogz product launch.
- The campaign will consist of a series of prototype beta testing events at various locations across the UK. The aim is to generate feedback to improve the product whilst simultaneously promoting the Gig-Gogz brand.
- Meetings will take place to establish and plan consistent promotional and tastemaker support throughout the entirety of the Gig-Gogz campaign. Social media, tastemakers and press outlets will be instrumental in promoting the Gig-Gogz brand ahead of the product launch on Friday 27th October 2023.
- After the product launch, customers will use a unique code to access the Gig-Gogz website, where they will find the '*Gigography*', consisting of hundreds of pre-recorded 3D gigs from various O2 Academy venues.
- Gradually, a Gig-Gogz subscription model will be introduced. Those who pay £9.99 a month for *Gig-Gogz Premium* can expect several perks. including exclusive gig footage, sensory packages and discounts on live events and merchandise.
- The later stages of the campaign will encompass a range of live events and tours. The Gig-Gogz promotional VR truck will visit festivals across the UK, targeting broad, eclectic demographics whilst simultaneously increasing prospective generated revenue.
- Gig-Gogz will host a huge event on Saturday 19th October 2024 at London's O2 Arena. Money raised will be donated to Autistica UK, one of the UK's leading Autism charities.
- Gig-Gogz is here to unite people through the power of music, to provide a niche, sensory-loaded, safe space for music-heads and beat lovers alike.
- Ultimately, the campaign will endeavour to launch and develop the successful Gig-Gogz brand and product. The aim is to build an audience whilst encouraging customer loyalty and credibility through brand partnerships and promotional support. As the campaign progresses, revenue streams from product purchases, ticket sales, subscription fees and merchandise will continue to increase in line with Gig-Gogz' reputation.

► SWOT ANALYSIS ◀

● Appendix C:

STRENGTHS	WEAKNESSES
- A great USP, Gig-Gogz hasn't got any direct competitors. - Vast, varied target demographics, appropriate for all ages. - Increasingly beneficial for niche subgroups, specifically those with Autism. - Lots of past research proves the benefits of both VR and music as forms of therapy, yet nobody has combined the two. - The virtual reality market is growing, it is predicted that the VR market will increase from \$5 billion to more than \$12 billion between 2021 and 2024 (Alsop, 2021). - Manufactured by a credible, iconic brand - Sony Electronics. - Strong partnerships with prestigious brands and media groups. - Charitable ethos increased brand credibility and likeability. - An extensive £2M financial investment to fund the campaign.	- As there are no direct competitors, it is hard to analyse differing companies behaviours and strategies for advantageous reasons. - Due to the lack of competitors, audience research will commence from scratch and be time-consuming. - Some people don't enjoy VR. - Some people with health and learning difficulties are unable to see or hear, therefore cannot enjoy Gig-Gogz. - A large demographic audience can be difficult to target precisely and efficiently. - Social media is over-saturated, Gig-Gogz must find a way to stand out from the crowd. - The product may be considered expensive, this might exclude some customers who can't afford it. - Some people simply prefer to be physically present at live events. - A lack of research surrounding those under the age of 18.
OPPORTUNITIES	THREATS
- Provide a united safe space for music lovers throughout the UK. - The possibilities are endless, global expansion could be on the cards in future years. - Opportunities to introduce monetised subscription models. - Raise awareness and donations for a recognised charity. - Generate ever-increasing revenue via product sales, subscription models, event costs and merchandise. - Network and build relationships with a range of iconic artists and celebrity tastemakers. - The brand can constantly evolve and develop in line with the digital era, technology and audience preferences. - Consolidate lucrative, long-lasting partnerships with established brands. - Launch a TikTok to target Generation Z. - To increase revenue streams via both physical and VR ticket sales.	- Sony's Global Social Justice Fund deny any funding. - Other companies replicating Gig-Gogz and copying concepts - Major issues during manufacture causing delays to the product launch. - The live events sector should fall under threat from any unforeseeable circumstances. - Festivals/Artists/Businesses oppose to sharing content (Copyright Issues). - The sensory experience may still be too stressful for those with ASD. - The product doesn't appeal or sell. - Gig-Gogz and its web assets are not user friendly.

► COMPETITOR ANALYSIS ◀

● Appendix D:

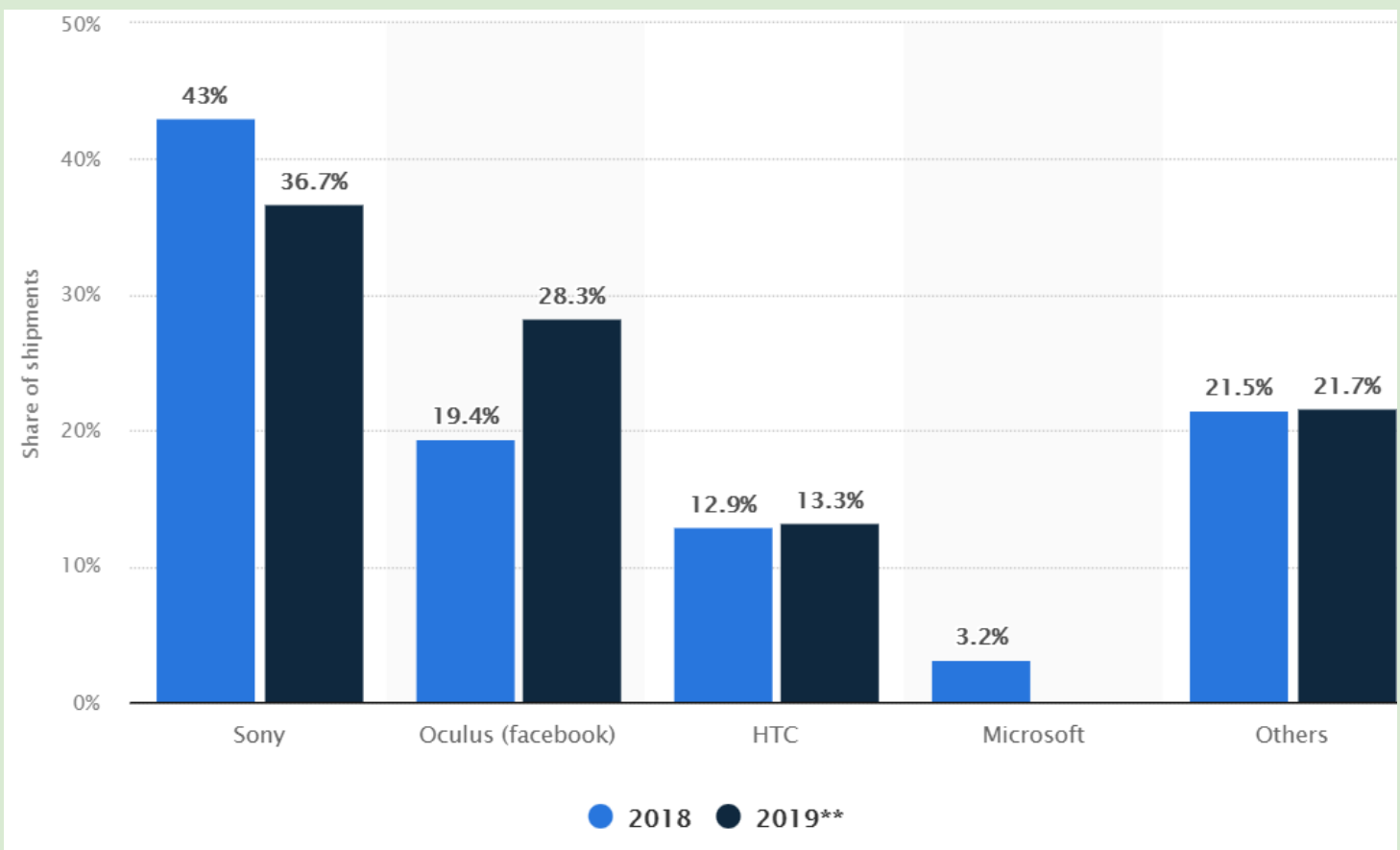


- Gig-Gogz does not have any direct competitors.

- The current leading companies in the production of VR technology are Sony, [Oculus](#) (Facebook), [Microsoft](#) and [HTC](#).

- The graph below shows the 'Estimated VR Device Shipment Share by Vendor Worldwide' throughout 2018 and 2019 (Statista, 2021).

- Sony is the leading distributor of VR technology products.



COMPANY (UK):	Facebook	Instagram	Twitter	TikTok	YouTube	Website:
SONY	1,25M Likes	56.6K Followers	121K Followers	Tech - N/A Sony Music 20.4K	492K Subscribers	https://www.sony.co.uk/
OCULUS	1.8M Likes	397K Followers	412.7K Followers	N/A	369K Subscribers	https://www.sony.co.uk/
HTC	5.7M Likes	852K Followers	85,3K Followers	N/A	365K Subscribers	https://www.htc.com/uk/
MICROSOFT	14M Likes	28.5K Followers	44.7K Followers	N/A	10.6K Subscribers	https://www.microsoft.com/en-gb/about/

► AUDIENCE ANALYSIS ◀

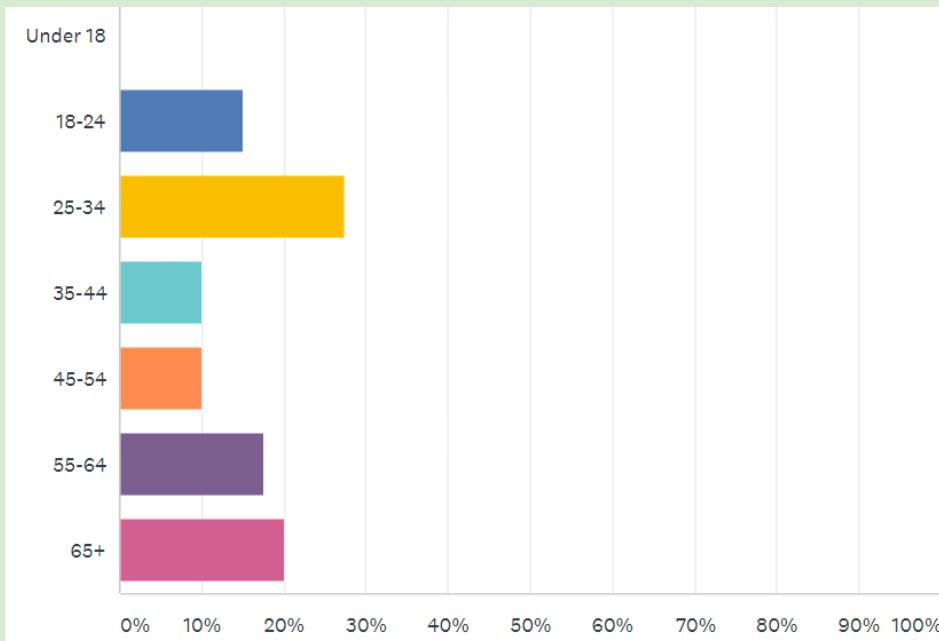
● Appendix E:

It is foreseen that the Gig-Gogz product will appeal to a broad, varied demographic. However, Gig-Gogz' technology has the potential to be increasingly beneficial to those with disabilities and learning difficulties, specifically Autism Spectrum Disorder (ASD). Considering this, two surveys have been circulated to gather quantitative data from a generic, broad audience and a target subgroup (people with Autism).

● Wider Audience Survey Data

Q1. *What is your age bracket?*

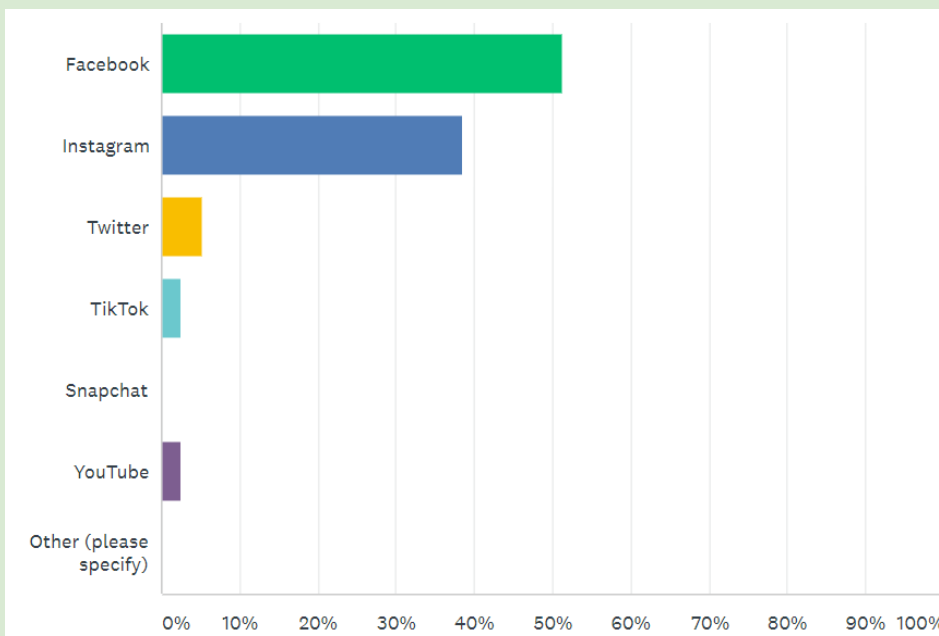
(Survey Monkey, 2021).



- The survey was circulated across Facebook, Instagram, Twitter, Snapchat & TikTok to target a wide array of age groups.

- The age ranges are varied, however, there are zero respondents from the Under 18's category.

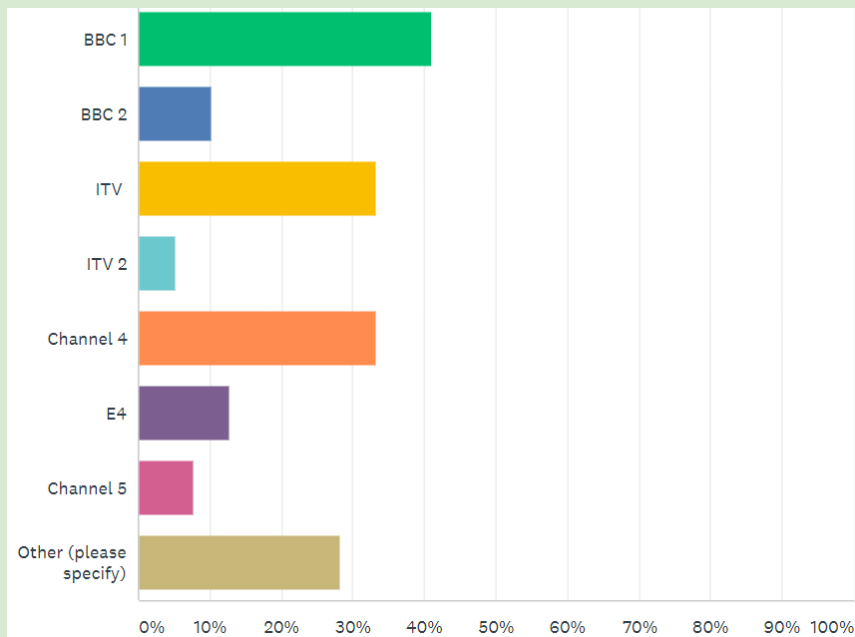
Q2. *Which social media platform do you use the most?*



- The majority of survey participants use Facebook and Instagram as their primary source of social media.

- TikTok is favoured amongst the younger generation, therefore the lack of user's reflects the lack of respondents in the Under 18's age bracket. (Muliadi, 2020).

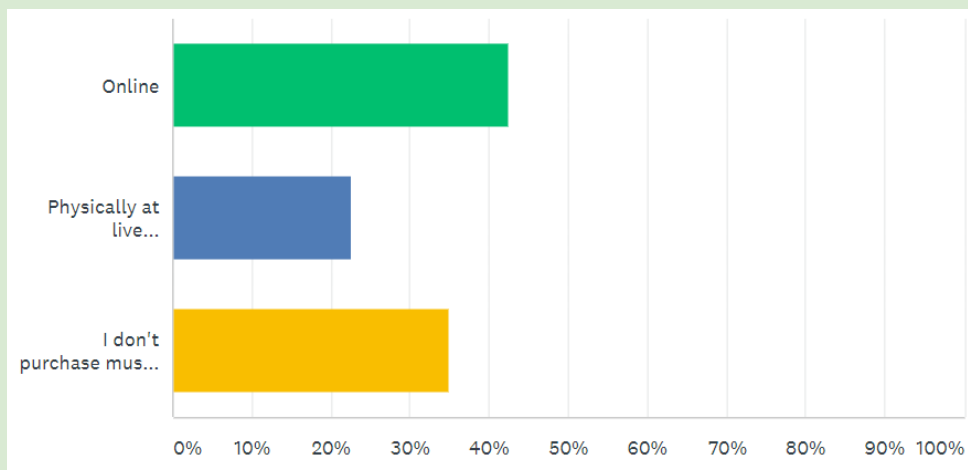
Q3. Which TV channels do you prefer to watch?



- Researching the popularity of television channels helped to dictate aspects of the Gig-Gogz marketing plan, such as where to broadcast TV adverts to reach potential consumers efficiently and effectively.

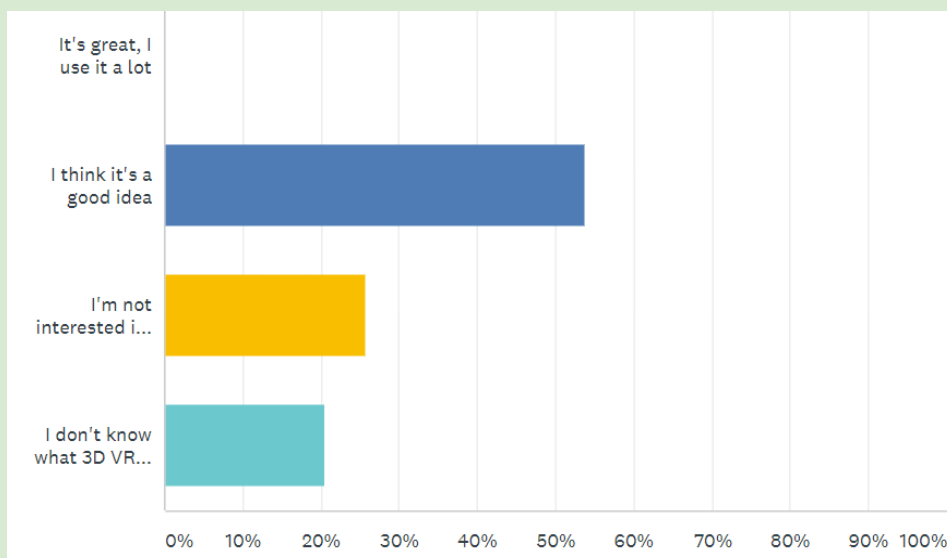
- The 'Other' category comprises of individuals who don't own or watch a TV and three people who prefer Sky Arts. Responsively, Sky Arts will also be contacted regarding advertisement slots.

Q4. Do you mainly purchase music merchandise online or from live events?



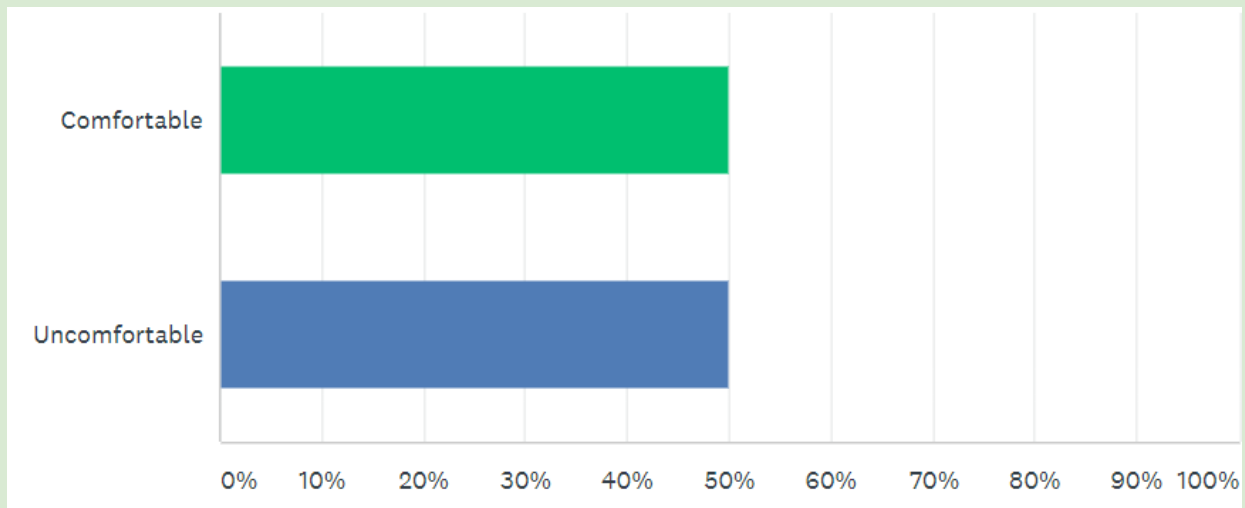
- 42% of the survey respondents purchase music merch online with a lesser 33% preferring physical purchases; both groups will be catered for.

Q5. How do you feel about VR technology?



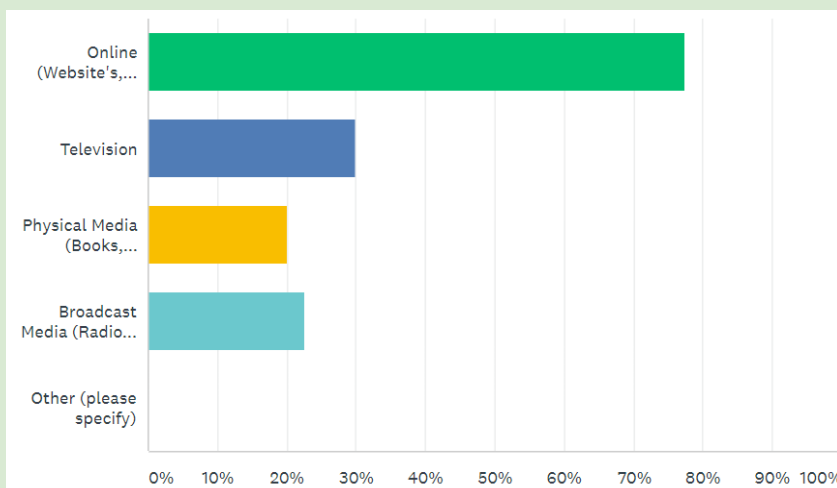
- Although a lack of keen enthusiasts, the survey results suggest the majority of people are open to the concept of virtual reality technology.

Q6. How do you feel in large crowds?



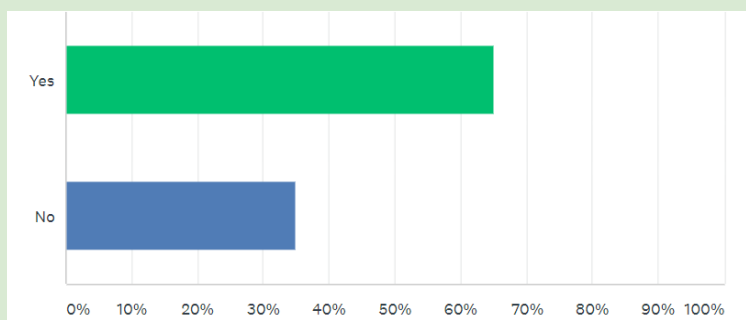
- An even split; 50% of participants shared that they are comfortable in crowds, with the other 50% stating their discomfort.

Q7. How do you mainly consume your media?



- The majority of respondees source their media online via websites, blogs and social media platforms. On the other hand, a significant amount of people consume content via television, physical media (i.e. books, magazines,& posters) and broadcast media (radio & podcasts etc.). The above forms of media will be utilised throughout the Gig-Gogz campaign to target specific audience demographics effectively and build brand and product awareness.

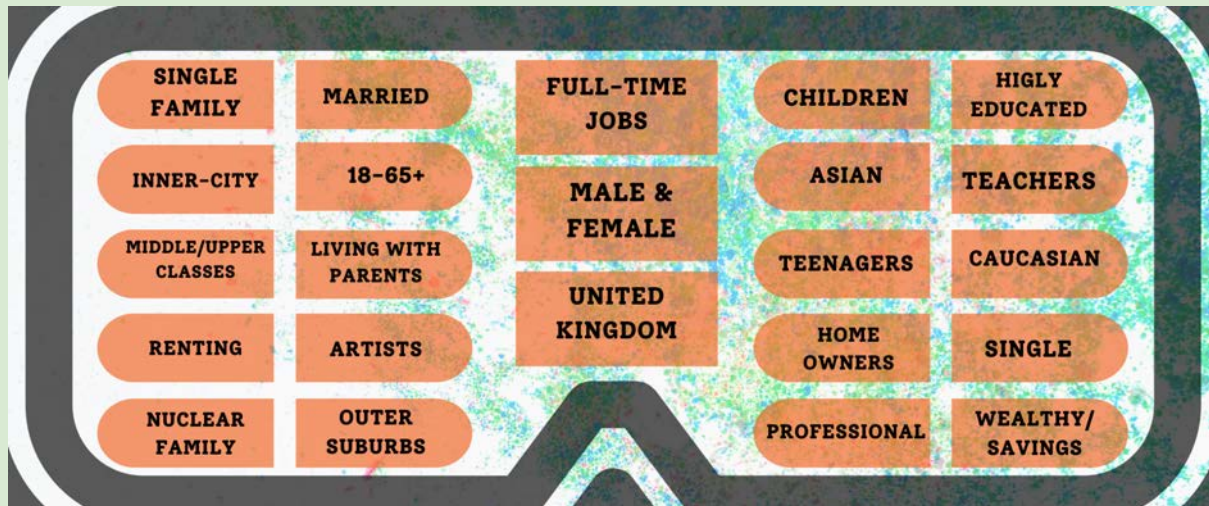
Q9. Would you enjoy an immersive musical experience using 3D virtual reality goggles to enjoy live gigs from the comfort of your own home?



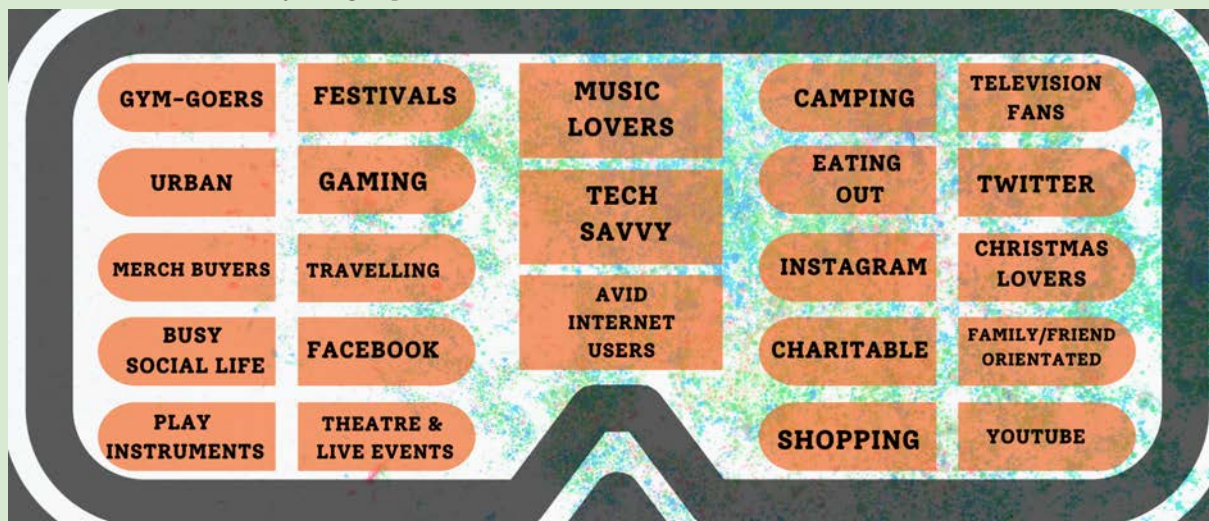
- Of the 50 survey participants, 65% of people said they would be interested in the Gig-Gogz experience.

ANSWER CHOICES	RESPONSES
Yes	65.00%
No	35.00%

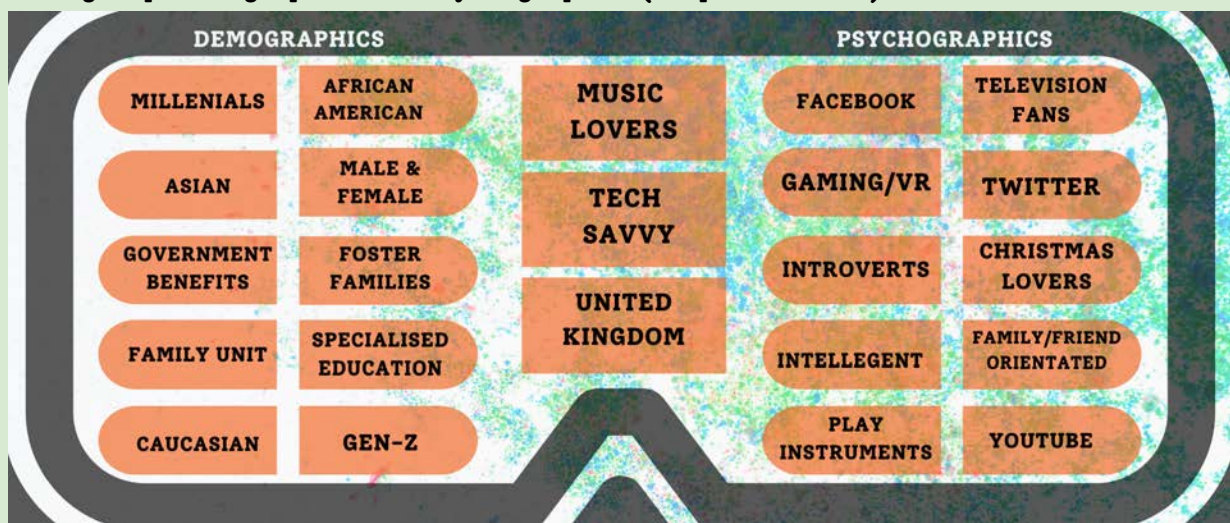
• Wider Audience Demographics:



• Wider Audience Psychographics:



• Subgroup Demographics and Psychographics (People with ASD).



● Appendix E Continued:

- The data below shows the results of a second survey, aimed directly at people on the Autistic Spectrum. The survey was disseminated via Facebook, Instagram and Twitter, using specific Autism related hashtags to target the subgroup effectively and efficiently.

● Subgroup Survey Data:

Q1. What is your age bracket?

(Survey Monkey, 2021).

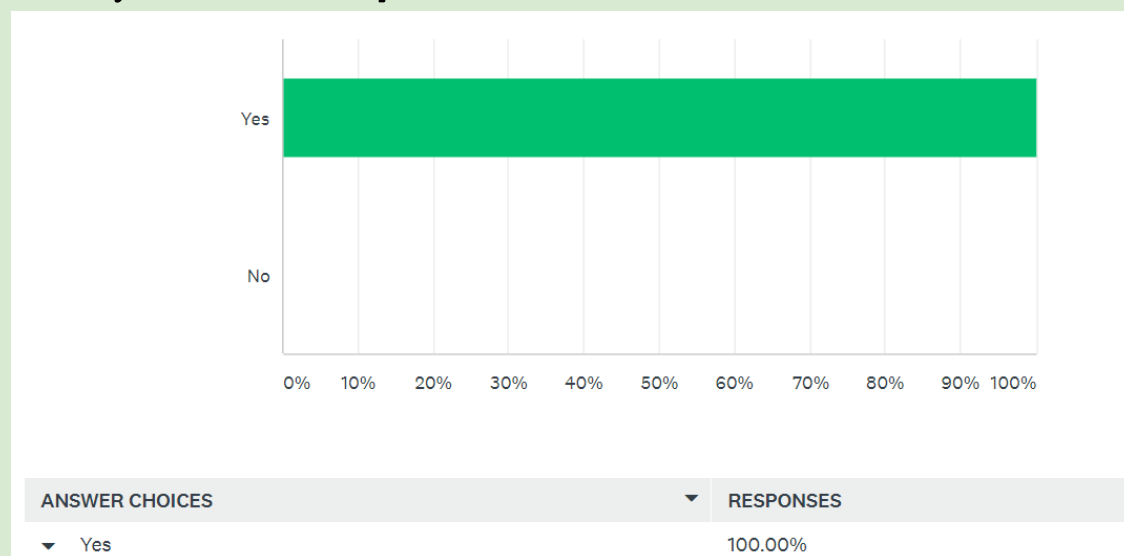
ANSWER CHOICES	RESPONSES
Under 18	10.00% 1
18-24	10.00% 1
25-34	60.00% 6
35-44	10.00% 1
45-54	10.00% 1
55-64	0.00% 0
65+	0.00% 0
TOTAL	10

- 60% of respondents fall into the 25-34 age bracket, making this age group an increasingly important target when considering potential consumers on the autistic spectrum.

Q2. What gender are you?

ANSWER CHOICES	RESPONSES
Male	40.00% 4
Female	50.00% 5
Other	10.00% 1
TOTAL	10

Q3. Are you on the autistic spectrum?

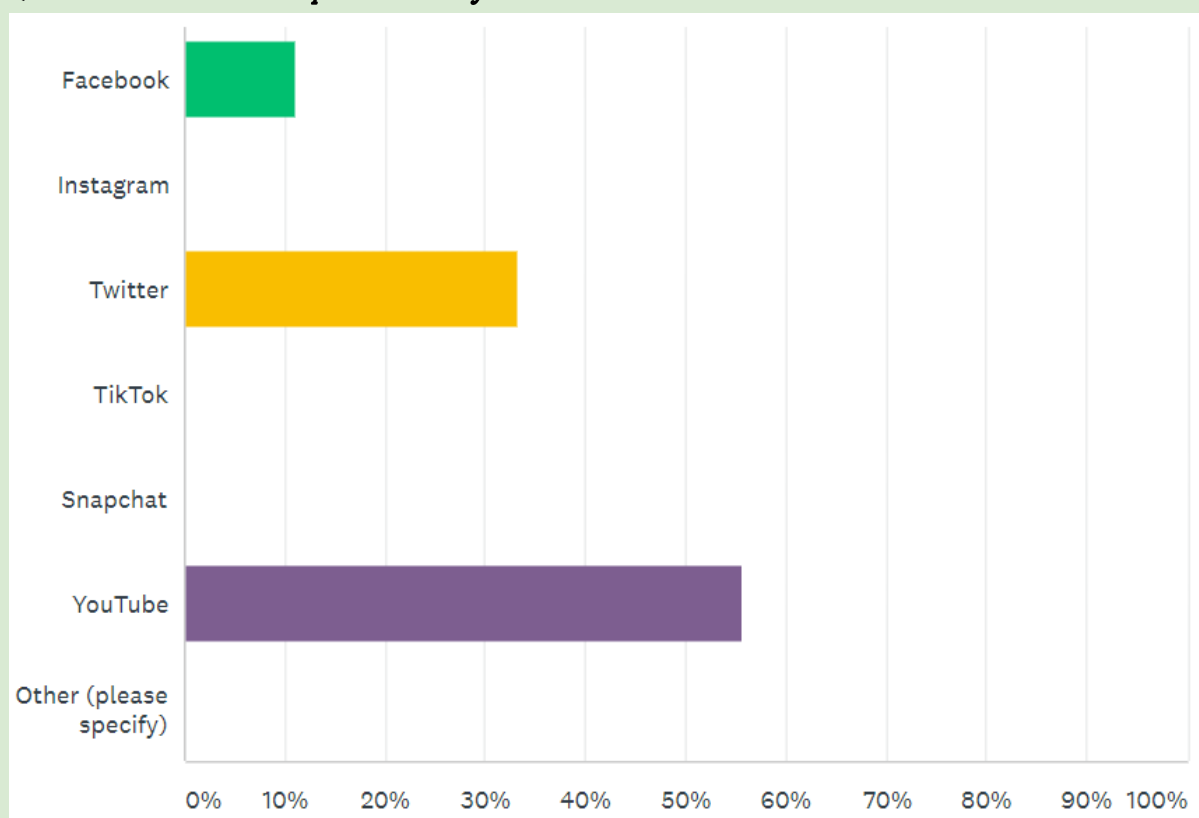


- 100% of the 10 respondents confirmed that they are on the Autistic Spectrum.

Q4. Do you play an instrument or sing?

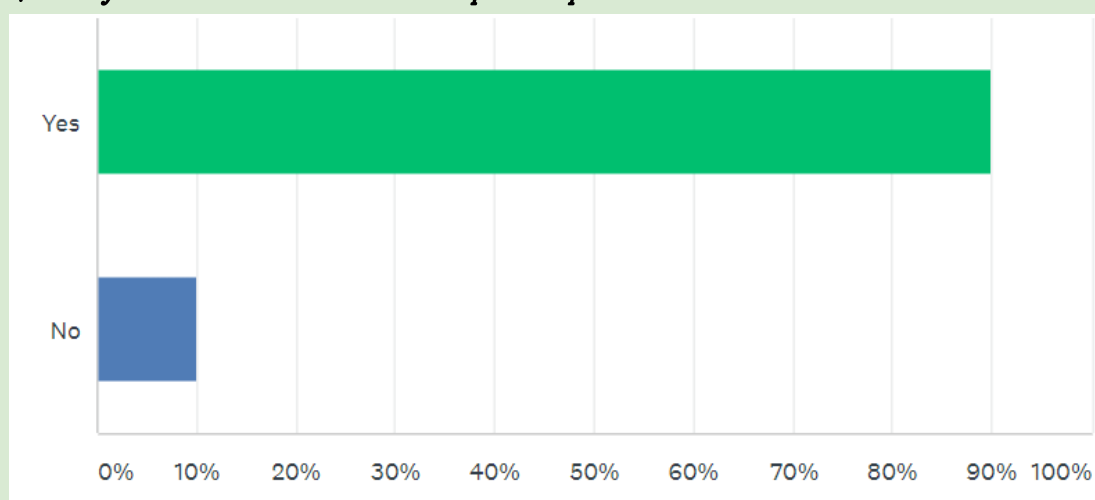
ANSWER CHOICES	RESPONSES
▼ Yes	40.00%
▼ No	60.00%

Q5. Which social media platform do you use the most?



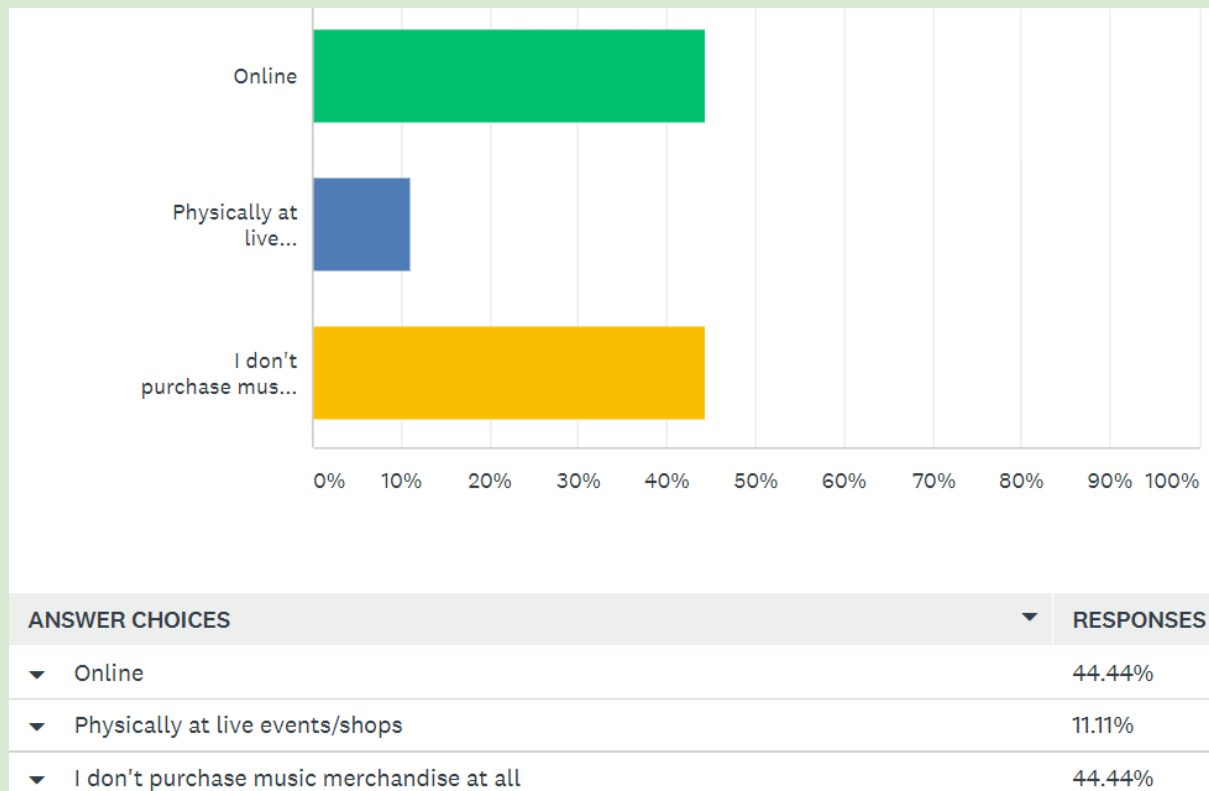
- The survey results suggest that YouTube, Twitter and Facebook are favoured by people with Autism, therefore Gig-Gogz will utilise these platforms to engage with this niche segment of the audience.

Q6. Do you find music to have therapeutic qualities?



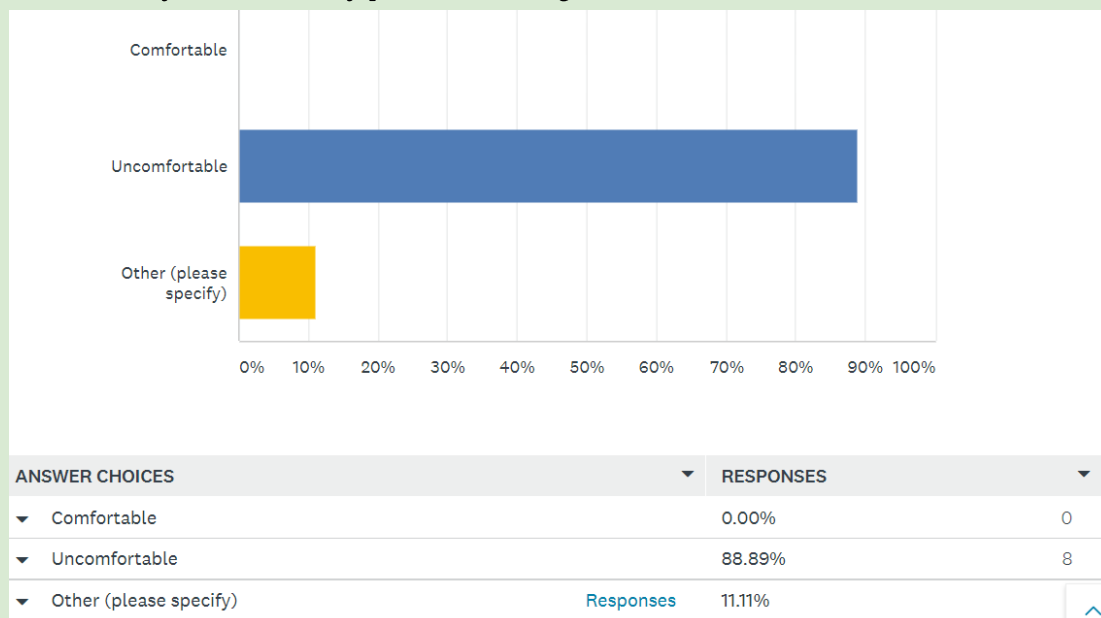
- 90% of respondents believe that music has therapeutic qualities.

Q7. Do you mainly purchase music merchandise online or from live events?



- Of those who purchase merchandise, the majority of people prefer to buy goods online, complimenting Gig-Gogz' plans to have a virtual merchandise stall. ,

Q8. How do you feel in busy places with large crowds?



Other:

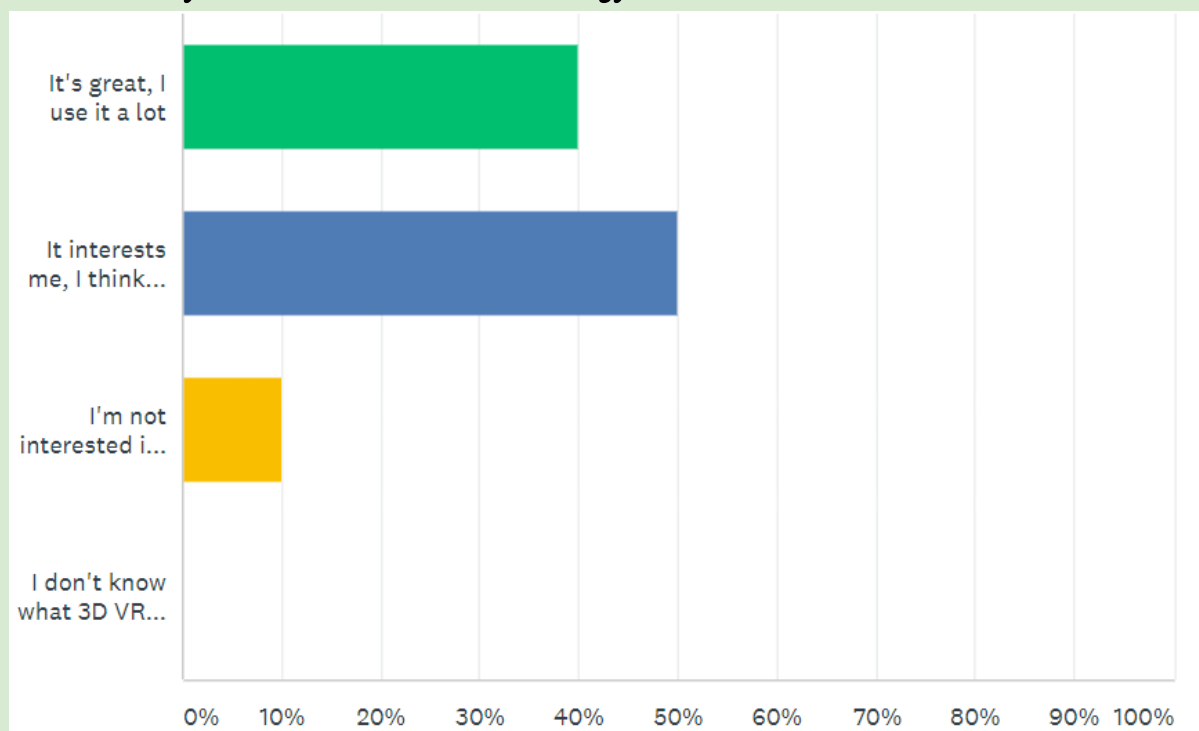
☐ They trigger my sensory issues, causing physical pain, physical illness and anxiety

9/3/2021 12:31 AM

[View respondent's answers](#)

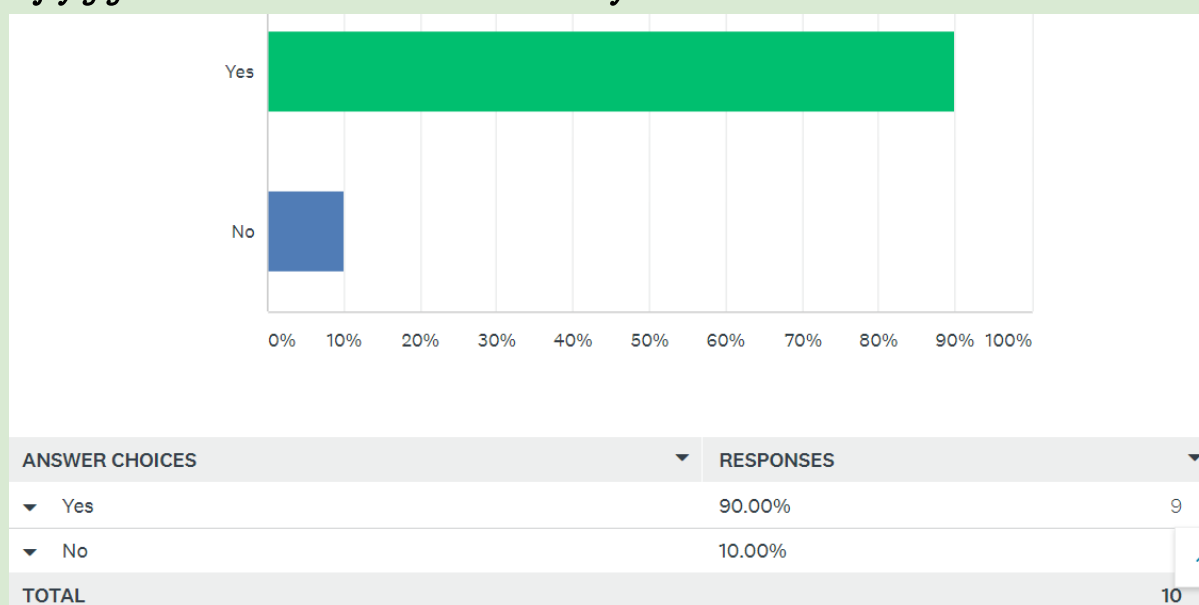
- Many people with Autism experience sensory processing disorder (sensory overload). Busy crowds, noise and being touched can be unbearable when such factors are out of their control (Rudy, 2021).

Q9. What do you think about 3D VR technology?



- The respondents from the second survey appear to hold an even stronger interest in VR technology, suggesting that they will be likely to appreciate the Gig-Gogz product.

Q10. Would you enjoy an immersive music experience using 3D virtual reality goggles to enjoy gigs and live events from the comfort of your home?



- 90% of survey respondents suggested that they would be interested in using VR technology to enjoy gigs from an environment in which they feel safe and secure. These results are positive when considering the subgroups appetite for the Gig-Gogz product. Ultimately, the responses collated throughout this survey will help to dictate the Gig-Gogz marketing plan and provide insight into how to best engage with the autistic community.

● Further Subgroup Research:

- Research suggests that music has the power to enhance autistic people's social and emotional responsiveness and communication. In turn, individuals become increasingly happy, relaxed, compliant and vocal, encouraging interaction with peers (Coast Music Therapy, 2020).

“The literature reports that most individuals with ASD respond positively to music. People with ASD often show a heightened interest and response to music, making it an excellent therapeutic tool for working with them.” - [American Music Therapy Association](#)

● Music Therapy Case Study: **‘The Effect of Musical Attention Control Training (MACT) on Attention Skills of Adolescents with Autism’ (2018).**

- This case study consisted of 9 adolescents with Autism Spectrum Disorder (ASD). Researchers assessed the impact of 45-minute sessions of Musical Attention Control Training delivered by a certified music therapist consistently over a 6-week period. Data derived presented positive trends indicating that music therapy increases cognitive functions and encourages neurodevelopment in people with ASD (Journal of Music Therapy, 2018: 51).



“Music fires up the memory centre of your brain, the emotional side and the analytic side. It also locks into rhythm – that's the math side – and brings up all these feelings, so it's really motivating for people.”

“The future of healthcare is in digital therapeutics.”

- Kate Beever, Board Certified Music Therapist.

“The VR industry has a huge role in shifting how we use technology to help support those on the autistic spectrum to connect, communicate and navigate”.

- Sol Rogers, CEO and Founder of [REWIND](#), an immersive content studio that combines cutting-edge technology with award-winning, innovative storytelling.



● Virtual Reality Case Study:

Research suggests that VR can make autistic people more comfortable in strange environments. A 2018 case study led by Nigel Newbutt at Bristol University gave 11 people with autism a VR tour of a museum before their actual visit.

“Participants reported feeling less anxious, less stressed and more prepared for the space.”

- Nigel Newbutt, 2018

► PRESS & PROMOTION ◀

● Appendix F:

Aside from social media, a series of traditional promotional techniques will be utilised throughout the campaign, for example; flyers and discount cards will be distributed alongside Gig-Gogz' advertisements on billboards, buses, bus stops and in O2 Academy venues.

Moreover, the plan will receive support from a series of press outlets ranging from blogs, magazines, radio stations and TV channels. Each outlet has been carefully selected to reach potential Gig-Gogz consumers in an efficient, impactful manner. Notably, liaisons with press outlets will begin in February 2022.



● Blog Promotion

PUBLICATION:	WHO ARE THEY?	CONTACT:
	Zath's content reviews the latest technology products, software, apps, websites & hi-tech gadgets	Founder: Simon Baker https://www.zath.co.uk/
	The Financial Times' 'Tech Hub' blog covers the latest technological developments and news.	Journalist: Danny Leigh Reviewer for Tech Hub & Life & Arts section. https://www.ft.com/
	CRAVE - The gadget blog from C-Net UK. The content is described as 'Crushworthy Tech, Science & Culture', with a strong focus on news and reviews.	Journalist(s): David Katzmaier & Geoffrey Morrison. https://www.cnet.com/crave/
	Mighty Gadget posts the latest technology news and reviews across the UK.	Journalist: James Smyth https://mightygadget.co.uk/
	Southern-based blog, Art Noise covers music and visual Imagery. The content covers new releases, reviews and event announcements.	Editor: Stewart Hicks Journalist(s): Gili Dailes & Cherry Walker https://artnoiseevents.com/
	Music Production and innovation, this UK-based blog aims to enhance the minds of music makers & listeners. Content includes news, reviews, tutorials and releases.	Journalist(s): Bruce Aisher & Barry Watson. https://www.musictech.net/

● Magazine Promotion

PUBLICATION:	WHO ARE THEY?	CONTACT:
	Wired is a UK-based full-colour magazine that reports the latest developments in science & technology.	Editor: David Rowan Journalist(s) Freddie Mason & Grace Brown. https://www.wired.co.uk/topic/culture
	The 'Music Radar' section of Future Music Magazine features interviews and in-depth gear reviews.	Editor: Simon Truss https://www.musicradar.com/futuremusic
	PC Magazine is a guide to computers and the latest upgrades in technology. They test & review new products whilst reporting tech news & trends. X	Journalist(s): Jim Fisher & Stephanie Milot. https://uk.pcmag.com
	A webzine sharing the latest music industry news, jobs and analysis from across the globe.	Founder & Journalist: Tim Ingham https://www.musicbusinessworldwide.com/
	Clash Magazine covers the latest music & musical trends, publishing a range of news, features and event reviews. The printed magazine is released 4 times a year via Music Republic Ltd.	Editor: Robin Murray press@clash.com https://www.clashmusic.com/
	Pink Wafer is an online magazine covering the latest music news throughout the UK. The content covers a range of genres, from Hip-Hop to Folk, Jazz to Pop & Electronic to Indie Rock.	Founder and Editor: Michael Sandford Journalist(s): Michael Sandford, Emily Zurowski & Adam Davidson. https://pinkwafer.club/
	Mojo is a popular music magazine physically distributed every month throughout the UK. The content ranges from News, features, releases and reviews.	Editor-in-Chief: Phil Alexander Journalist(s): Danny Eccleston & Celina Lloyd. https://www.mojo4music.com/

● Podcast Promotion

STATION:	WHO ARE THEY?	CONTACT:
	BBC World Service shares a weekly podcast called 'Digital Planet' discussing the latest technology news from around the globe. Digital Planet also has a weekly radio show paralleling these themes.	Host(s): Gareth Mitchell & Bill Thompson National Podcast https://www.bbc.co.uk/programmes/p002w6r2
	Northern-based radio channel 'Autism Radio' is a non-profit organisation committed to improving the lives of people with ASD. Their weekly podcast, 'Hope Saves the Day', has over 100K listeners across the UK.	Host: Paul Chimes National Podcast https://www.autismradio.org/

● **Appendix G Continued:**

● **Radio Promotion**

STATION:	WHO ARE THEY?	CONTACT:
	BBC Radio World Service is home to 'Digital Planet', The show covers tech and digital news from around the world (92-95FM). Broadcast: Live every Tuesday at 20:30pm	Host(s): Gareth Mitchell & Bill Thompson National Radio https://www.bbc.co.uk/programmes/p002w6r2
	BBC Radio 6 Music London will be broadcasting live from the Glastonbury Festival site between 5:00am - 19:00pm daily.	Host: Steve Lamacq National Radio lamacq.6music@bbc.co.uk
	BBC Radio 4 broadcast a show named 'Appeal' in which they have consistently supported 'Autistica' - the UK's national autism research charity. Broadcast: Every Thursday 16:00-16:30pm	Host: Ken Bruce National Radio
	Smooth Radio is a popular, national radio station broadcasting to its 5.7M listeners from various locations throughout the UK Smooth North West: 100.4MHz Smooth London: 102.2MHz	Smooth North West:(Regional) Host: Angie Greaves Broadcast: Weekdays at 16:00pm-19:00pm . Smooth London (Regional). Host: Jenni Falconer Broadcast: Weekdays 6:00am-10:00am
	Radio X is a national station focused on alt music and indie rock. Data suggest the show's listeners are primarily aged between 25-44; a good way to target millennials (104.9FM).	Host: Dan Gasser National Radio Broadcast: Every Saturday 16:00pm-19:00pm.
	Capital FM is a national radio station focusing on popular culture and contemporary hits. The channel has 7.4M weekly listeners, 57% of whom are aged between 15-34, an effective way to target younger demographics (95-106FM).	Host: Ant Payne National Radio Broadcast: Weekdays from 16:00pm-19:00pm (after school).

● **TV Advertisement**

CHANNEL:	WHO ARE THEY?	CONTACT:	COST:
	ITV reaches 35.4M viewers per week. 75% of the UK's 16-34-year-olds are subscribed to the channel, which caters to broad demographics.	020 3820 6575 tv@tvadvertising.agency	Daytime 9:30am-17:30pm £2,500.00 per month
	With over 51M weekly viewers, Channel 4 has recently reported its growth in younger audience members whilst primarily catering to an older audience.	020 3820 6575 tv@tvadvertising.agency	Early Peak 17:30pm-20:00pm £3,000.00 per month
	Sky Arts is a British free-to-air channel dedicated to the arts, focusing on theatre, music, documentaries and movies.	Sky Adsmart 0800 0316647 sales@cnsmedia.co.uk	24/7 Advertising £2,000.00 per month

► RELATIONS & PARTNERSHIPS ◀

● Appendix G:

Alongside planning press relations, the time throughout January and February 2022 will be used to contact a range of influential individuals and companies to build trusted relationships and lucrative brand partnerships.



● Autistica (UK Charity)

[Autistica UK](#) is known for funding campaigns and research into Autism, their focus is to improve diagnosis and quality of life for people with ASD. Autistica has worked closely with the BBC and will become the sole recipient of Gig-Gogz charity donations.

● Sony Music's Global Social Justice Fund

[Sony Music's Global Social Justice Fund](#) supports social justice and equal opportunities around the world. The group *"Aim to help provide and broaden opportunities for individuals in under-served communities and to improve education, skills and life chances."* (Sony Music, 2021). The UK beneficiaries are chosen by a diverse board of label representatives from across Sony Music Group, Gig-Gogz will endeavour to attain £2M in funding to cover the headset's manufacturing costs.



● Steve Dalton

Steve Dalton is the Managing Director at Sony UK Technology Centre in Wales. Gig-Gogz will meet with Steve regularly regarding the design and manufacture of the product via Sony. (Sony will take a 30% share of the business from 2025 onwards).

"Inspiring and educating people through the use of technology" (Sony Corporation, 2021).

● Celebrity Tastemakers

A roster of musicians will actively support the Gig-Gogz campaign. Adam Young ([Owl City](#)), [Courtney Love](#), [Ladyhawke](#) and [Robbie Williams](#) all have autism. [Elton John](#), [Lady Gaga](#), [Maroon 5](#), [Paul McCartney](#) and [Kelly Rowland](#) are avid supporters of autism charities across the globe. The artists will advertise the Gig-Gogz product via their social media, as well as form the genre-spanning line-up for the O2 Arena Charity Gig in support of Autistica UK on Saturday 19th October 2024.



● Appendix G Continued:

● Brand Partnership with the O2 Academy Group

Gig-Gogz will endeavour to strike up an advantageous brand partnership with the [O2 Academy Music Group](#).

The company will liaise with Grace O'Grady, Head of O2 Venue Partnerships. The plan is to install cameras to collect gig footage from five O2 Academy Venues across the UK.

The venues are::

- O2 Academy Newcastle
- O2 Academy Leeds
- O2 Academy Liverpool
- O2 Academy Brixton
- O2 Academy Glasgow
- Exclusive footage will be taken from O2 Wireless Festival and the O2 Arena.

Recording of footage will commence in May 2022 and form the streamable content for the 'Gigography', a segment of the Gig-Gogz website. Artists on film who are registered with the Performing Rights Society (PRS) will receive copyright royalties for each stream of their set via the Gig-Gogz website.

At the end of the campaign, the O2 Academy Group will receive 20% of Gig-Gogz' gross profit from across the three-year venture.



● Camera Angles

A control button on the side of the Gig-Gogz headset will allow consumers to choose from three different camera angles to enjoy their 3D VR experience from.

Customers can choose to be behind the stage, at the side of the stage or in the centre of the crowd.



► LOGO AND ICONOGRAPHY ◀

● Appendix H:

● Logo Mood Board

Early on in the campaign, a logo will be designed to represent the Gig-Gogz brand.

The mood board depicts some of the potential logos created throughout the experimental design process.

● Official Logo Design



Pictured left, the official company logo is bold and colourful, it provides people with good insight into what Gig-Gogz are about whilst building anticipation and brand awareness.

Denoted Meaning:

A goggle-shaped outline falls onto a speckled, blue backdrop, in the lens of the goggles there is a silhouette of a crowd. The company name, 'Gig-Gogz' is written below in black letters with an orange 'O'.

Connoted Meaning:

The logo captures the energy of live music, the speckles in the backdrop represent the goosebumps that greet the technicolour of sound. The crowd in the reflection are the epitome of unity, temporarily immersed in a wave of music-induced euphoria.

● Colour Psychology:



Light blue is a peaceful, calming colour that promotes feelings of tranquillity, additionally, blue is associated with trustworthiness and reliability (Canva, 2021).

Light green also has calming effects and is associated with luck, peace, harmony, support and energy (Intermedia, 2021). These colours may be particularly appealing to people with autism.

Orange is considered an energetic colour, inducing feelings of excitement, enthusiasm and warmth. Moreover, orange is used to draw attention to a brand, often promoting a 'call to action' of some kind (Cherry, 2021). The 'O' is orange to encourage this form of interaction between Gig-Gogz and its client base.

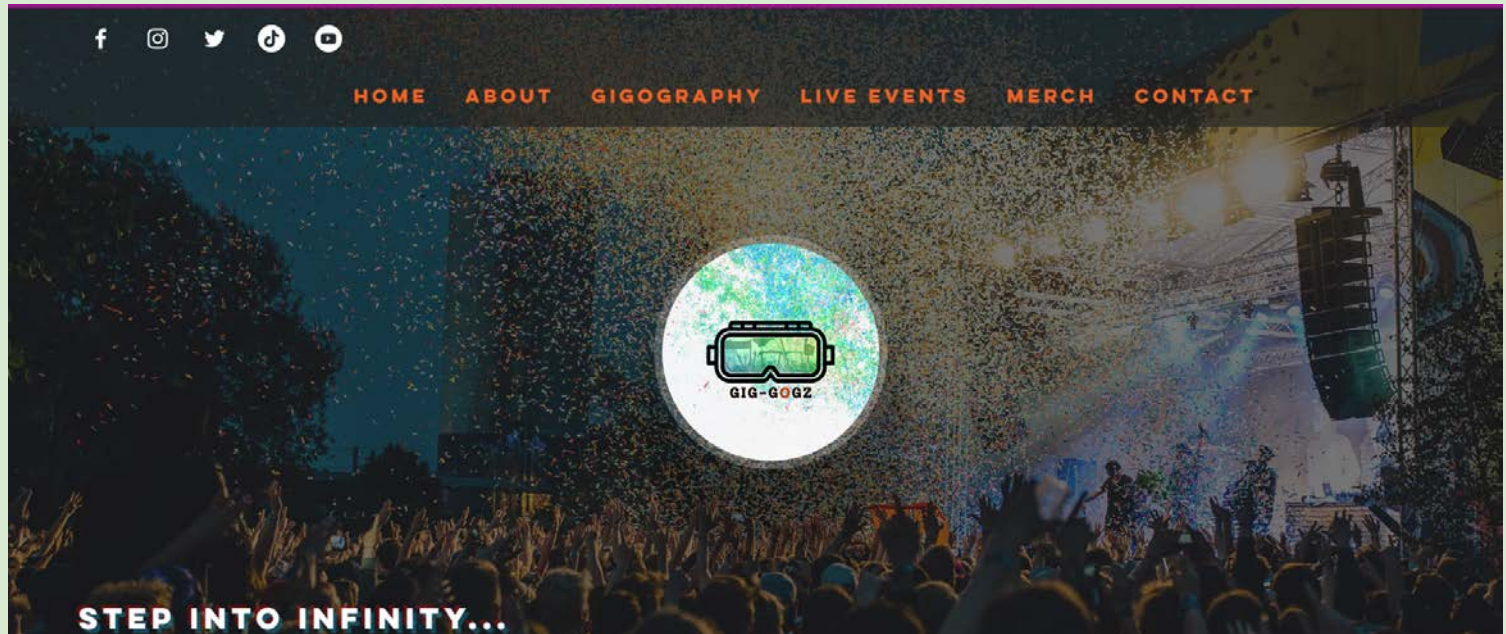
Black is symbolic of strength, solidarity and professionalism, three characteristics that Gig-Gogz strives to represent. Furthermore, using black as a text colour ensures the writing is easily visible, especially when considering merch designs (Ferreira, 2019).



► WEB & SOCIAL MEDIA ◀

● Appendix I:

● Gig-Gogz Official Website



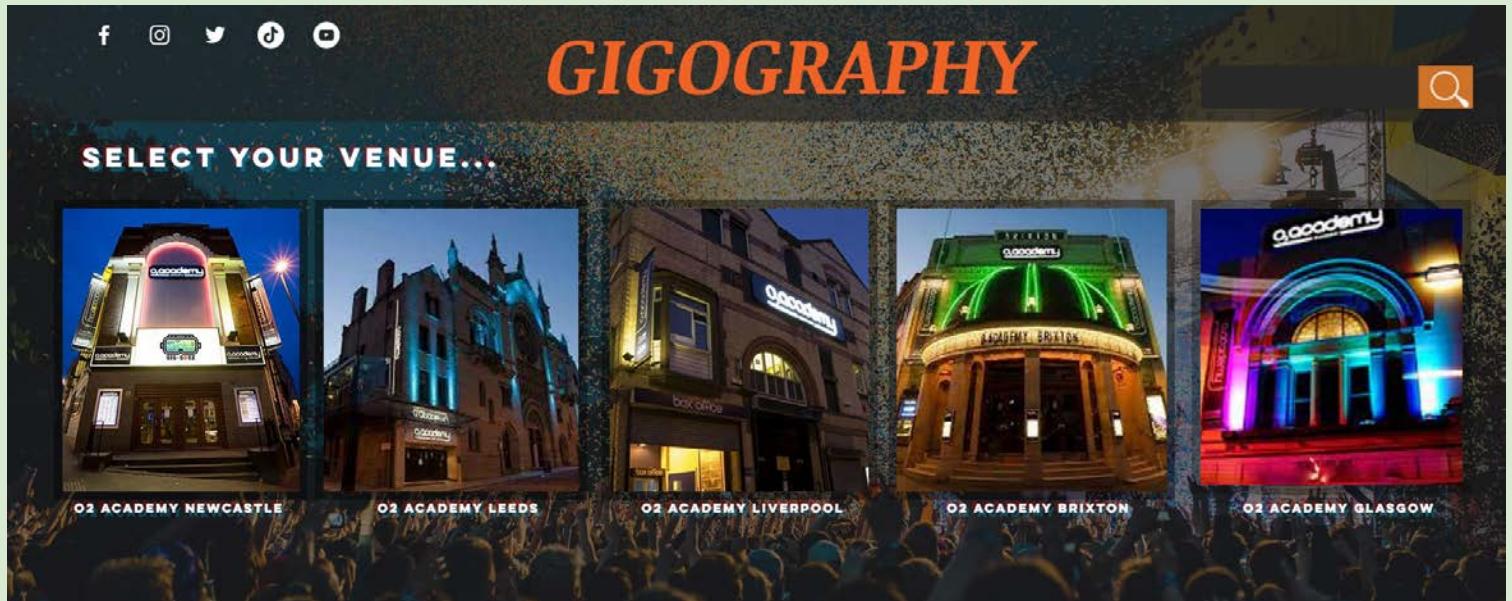
Gig-Gogz Official Website Domain: www.gig-gogz.co.uk

HOME	The website homepage will consist of the Gig-Gogz logo along with a widget bar linking visitors to the company's social media pages. The strapline 'Step Into Infinity' will be inserted on all platforms to enhance search engine optimization (SEO).	LIVE EVENTS	The 'Live Events' dropdown will allow visitors to browse Gig-Gogz upcoming live events, such as the O2 Arena Charity Gig. Here, Gig-Goggerz will be able to submit their interest via email and buy tickets to unique upcoming live streams.
ABOUT	This section will introduce Gig-Gogz. Who's behind it? What are the company values? What are they trying to achieve? An 'About' page will also provide ample opportunity for the insertion of metadata keywords to improve SEO.	MERCH	Here visitors will be prompted to purchase Gig-Gogz via the official website. As the campaign continues, merchandise options will increase appropriately (i.e t-shirts and event programme lanyards).
GIGOGRAPHY	The 'Gigography' will be where all of the 3D streaming links to gigs will be available to stream (see below).	CONTACT	As well as displaying basic contact details, the contact page provides the opportunity for E-marketing. People will be prompted to subscribe to the Gig-Gogz mailing list for exclusive updates and offers.

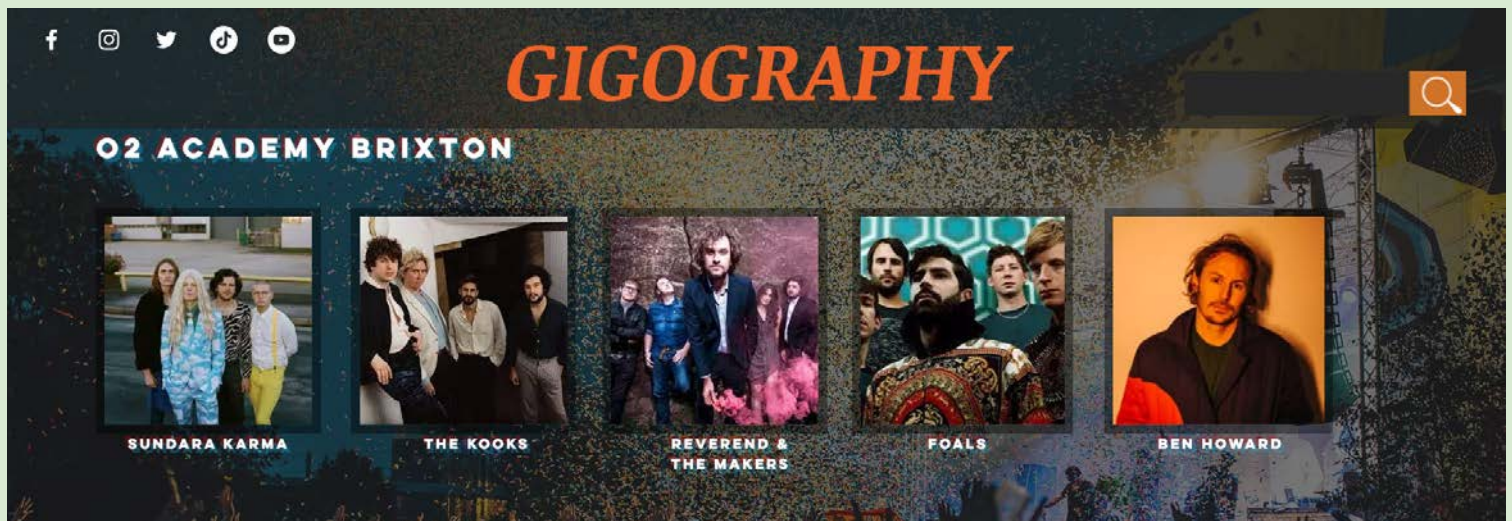


● Gigography Lock Page

When customers purchase a pair of Gig-Gogz they will receive a unique code that will unlock the content in the Gigography.



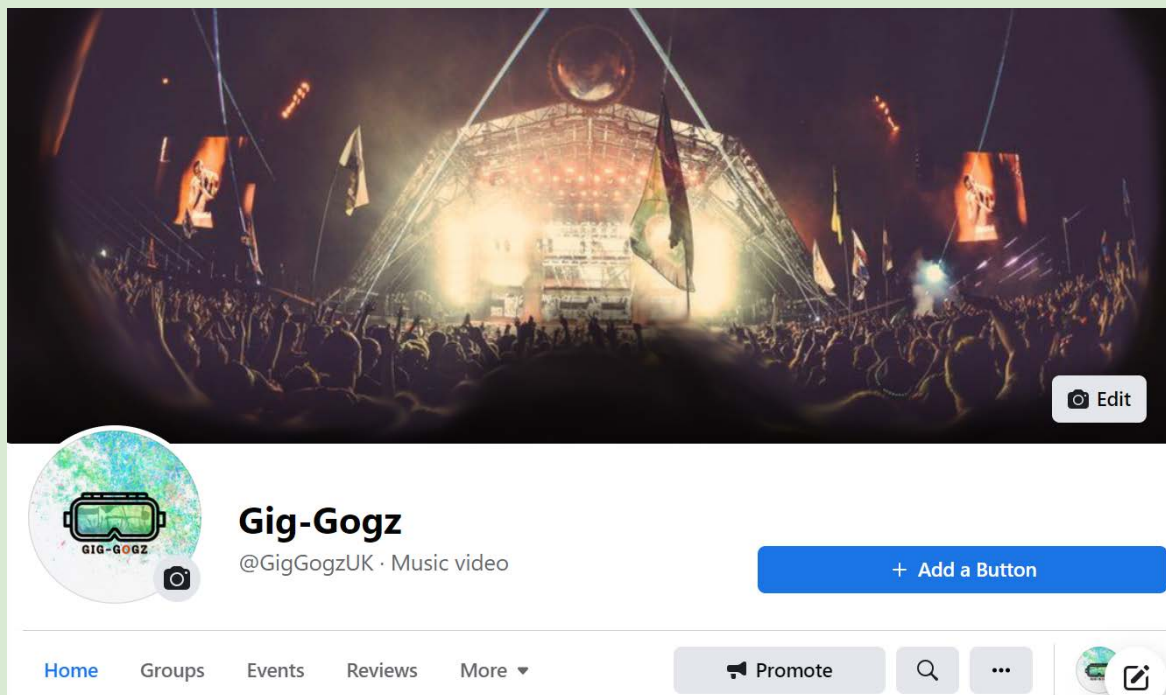
- Once the content of the Gigography is unlocked, Gig-Gogz' users can search and stream 3D archive footage from the five selected O2 Academy venues across the UK.
-
- The content will be constantly updated as the campaign progresses and live events unfold. Furthermore, exclusive additional content will become available from different locations, including the O2 Wireless Festival and the O2 Arena in London.
- As the collection of footage increases throughout the years, there will be an opportunity to introduce a premium subscription model, where customers will pay £9.99 per month to access exclusive footage, additional content and discounted merchandise and tickets.



- After selecting their desired venue, customers will be able to choose from an ever-growing roster of live performances to stream directly through their Gig-Gogz headset; categorised genres will be introduced later in the campaign.
- Each live stream will offer the opportunity to purchase music merchandise from the virtual merch stall. Money generated from artist-specific merch will go directly to the musician, however, any Gig-Gogz branded items will generate revenue for the company.

● Appendix I Continued:

● Facebook



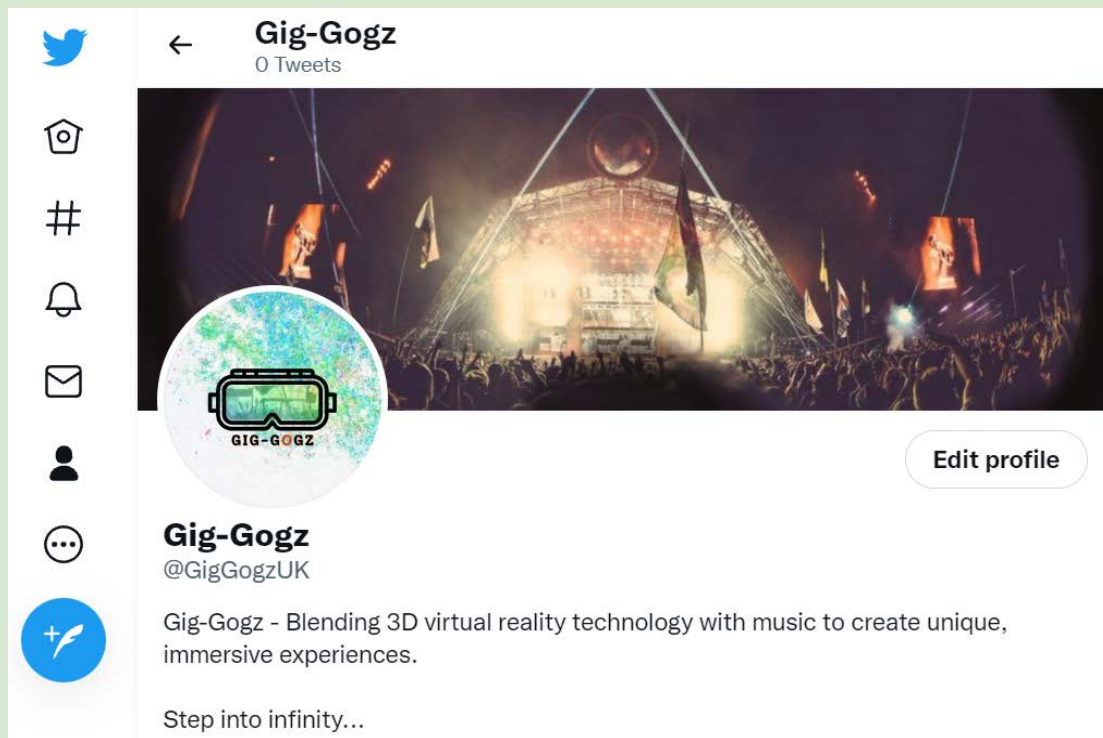
The wider audience survey data from Appendix E presents [Facebook](#) as the most popular social platform, with 50% of the 50 respondents choosing it as their favourite networking site. As of 2021, Facebook is reported to have 2.89 billion monthly active users (Statista, 2021), moreover, statistics suggest that 72% of 50-70-year olds use it, meaning the site has the highest rate of users in these age ranges (Morrison, 2021). Gig-Gogz' Facebook page will be used to target the older demographic, building brand awareness and loyalty whilst disseminating promotional teasers, adverts and press content.

● Instagram



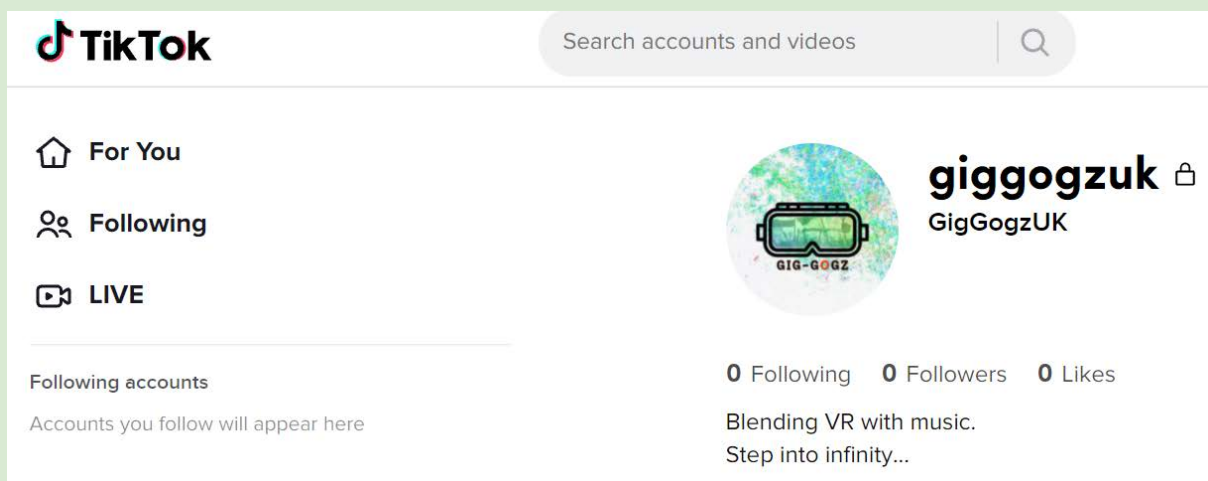
Notably, 40% of the 50 survey respondents chose [Instagram](#) as their favourite social platform (See Appendix E's Wider Audience Survey). Instagram has 1 billion active monthly users, 75% of whom fall into the 18-24 age category. Relatively, Instagram stories are viewed by 60% of Millennials and 70% of Generation-Z, 25% of whom use stories to discover products and services to purchase (Chevrin, 2021). Considering this, Gig-Gogz' Instagram page will be used to attract consumers, build brand awareness and share visual and promotional content, especially via the app's stories feature.

● Twitter



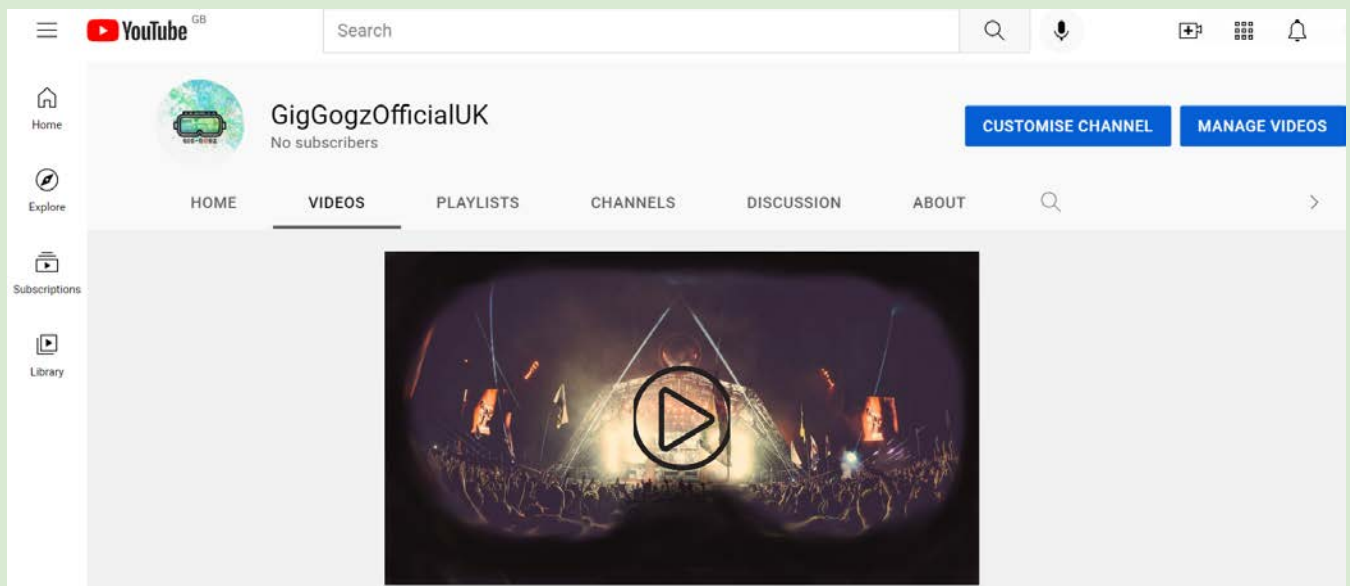
The subgroup survey data in (Appendix E) suggests that [Twitter](#) is increasingly popular among people with Autism Spectrum Disorder, therefore it will be a useful way of targeting the niche client base. Furthermore, Twitter is an open platform, allowing Gig-Gogz to target a vast audience base with the aid of hashtags and promotional content. The social site also serves as a great tool for building brand identity and expressing the company's ethos and personality (NIBusiness, 2021). Ultimately, Gig-Gogz will use Twitter to build and interact with audiences, liaise with celebrity tastemakers and promote the product in a multitude of formats.

● TikTok



[TikTok](#) was not a very popular choice in either of the two audience data surveys, nevertheless, this could be a reflection of the lack of young respondents. TikTok is hugely popular amongst Generation-Z youngsters, with 60% of the site's 80 million users falling between the ages of 16-24 (Walaroo, 2021). A TikTok page will be launched to target younger consumers, showcase content with selected celebrity tastemakers and share video snippets from Gig-Gogz events across the UK.

● YouTube



A leading 60% of respondents from the ASD sub-group survey (See Appendix E) choose [YouTube](#) as their favourite form of social media, correspondingly the video streaming network will be used to interact with such potential consumers. The Gig-Gogz YouTube Channel will provide the perfect platform to showcase the Gig-Gogz product, sharing adverts, press and promotional interviews and a mini-doc series of 'Gig-Gogz on the Road 2024'.

● Search Engine Optimisation

Gig-Gogz - Blending virtual reality technology with music to create unique, immersive experiences.

Step into infinity...

www.gig-gogz.co.uk

Metadata keywords such as '**Gig-Gogz**', '**Virtual Reality**', '**Music**' and '**Experience**' will be inserted consistently across Gig-Gogz' social media channels, especially in the 'Bio' and 'About' sections. Practising SEO tactics will increase the likelihood of easily locating Gig-Gogz via search engines (King, 2009:98). Furthermore, the strapline '**Step into infinity...**' will be branded on the companies main website and social media pages, whilst simultaneously providing a slogan for merchandise.

● Sponsored Social Media Adverts

Gig-Gogz social media platforms will all be launched on Friday 10th March 2023, seeking followers and paving the way for a full-scale promotional launch via all press outlets in July 2023. Sponsored Gig-Gogz advertisements will be circulated across Facebook, Instagram and Twitter until at least March 2024. Annual sponsored advert costs are estimated in the region of £720.00.

► BETA TESTING ◀

● Appendix J:

On Friday 2nd September 2022 the first trial batch of 500 VR headsets is scheduled to go into production at Sony UK Tech in Wales (Pictured Right).

The Gig-Gogz headsets will be manufactured in 8 weeks, ready for a scheduled prototype beta testing.



● Beta Testing at King's Cross - London

Beta testing will enable the company to test the early Gig-Gogz product in a real-world environment. In November 2022, the Gig-Gogz truck will be parked at [Coal Drops Yard](#), near Kings Cross Station. Passers-by will be welcomed into the VR truck to test the Gig-Gogz product free of charge. With 176 million travelling visitors passing through annually (Brown, 2017), the location is perfect for advertising and targeting broad demographics, thus generating varied, quality feedback.



● Beta Testing with Aukestra

[Aukestra](#) is a 14+ people-strong band from the North East of England, the group is made up of talented multi-instrumentalists, all of whom are autistic. Each member of Aukestra will be gifted an early prototype headset in November 2022, they will be asked to test and review all aspects of Gig-Gogz technology, including the web and social usability and Gigography functions. The trials and feedback will allow Sony UK Tech to adjust and improve the product ahead of mass production, which will see 30,000 headsets manufactured and ready for retail by May 2023.

● Beta Testing Round Two

Once the second batch of 30,000 VR headsets is produced, the second series of beta testing will take place throughout June 2023. This time, the truck will be stationed in Glastonbury Festival's iconic 'Kidz Field', the intention is to advertise Gig-Gogz at a festival whilst generating feedback from children, a segment of the audience who are otherwise difficult to engage with.



● Appendix K:

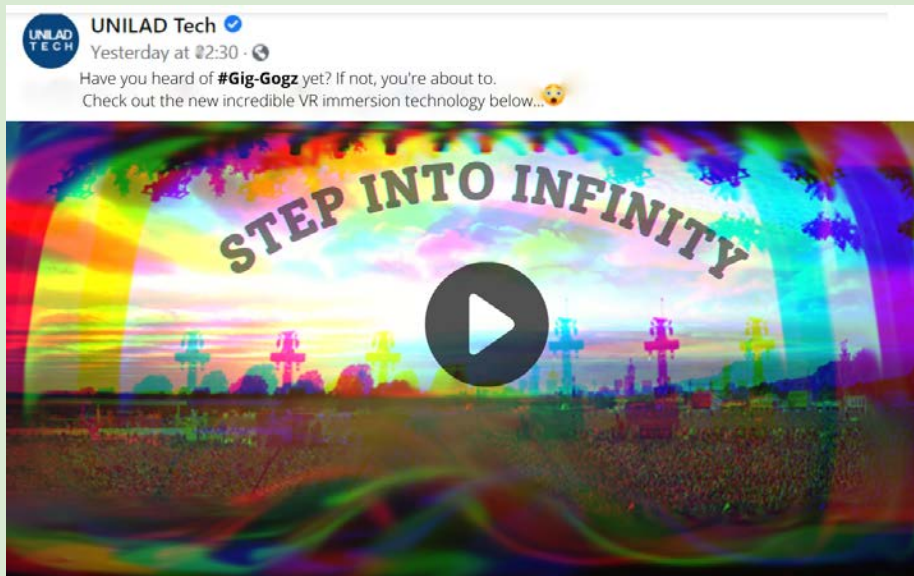
In July 2023 Gig-Gogz will commence a full-scale promotional launch practising a multitude of marketing methods. After spending months building brand identity and online audience, the Gig-Gogz social media channels will be flooded with an array of content, from press and promotional pieces to images and hype-inducing video teasers. Gig-Gogz posters will appear in cities across the UK on billboards, buses, bus stops, tube stations and music venues.



● **Press & Promotional Content Schedule Ahead of Product Release:**

OUTLET:	ANGLE:
	Blog: Interview – MusicTech speaks to Gig-Gogz about the tech behind the goggles, the upcoming product release and the benefits of VR and music for autistic people. Journalist: Bruce Aisher Published: Tuesday 4th July 2023
	Blog: News Piece – ‘Sony Music’s Global Social Justice Fund Plough £2M into Development of VR Technology.’ Journalist: Danny Leigh Tech Hub & Life & Arts section. Published: Friday 21st July 2023
	Blog: Feature – ‘What Does the Future of Music Look Like Through Virtual Reality Goggles?’ (An introduction to Gig-Gogz). Journalist: Cherry Walker Published: Tuesday 8th August 2023
	Magazine: Feature – ‘Gig-Gogz Virtual Reality - The Science Behind the Tech’ Journalist: Freddie Mason Published: Thursday 24th August 2023
	Magazine: News Piece – ‘Sony and Gig-Gogz - The Unstoppable Music Business Duo?’ Journalist: Tim Ingham Published: W/C Monday 4th September 2023
	Magazine: Interview – Gig-Gogz and Mojo discuss where it all began, the journey of Gig-Gogz so far and post-release plans. Journalist: Celina Lloyd Published: Thursday 21st September 2023
	Digital Planet Podcast: Gig-Gogz will be guests on the BBC’s Digital Planet Podcast. The schedule includes the concept of Gig-Gogz, the story of their development and the benefits for people with ASD. Host(s): Gareth Mitchell & Bill Thompson Available: Monday 2nd October 2023
	‘Hope Saves the Day’ Podcast: Gig-Gogz will venture north of the country to chat with Paul Chimes about the benefits of VR for the autistic community and how the new headsets could change their lives forever. Host: Paul Chimes Available: Wednesday 11th October 2023
	Radio: Gig-Gogz will be live on Capital FM to discuss the exciting news of the product launch and chat about what to expect from the 3D immersive experience Host: Ant Payne Broadcast: Thursday 19th October 2023 16:00-16:30pm
	Radio: Gig-Gogz will be on Smooth Radio’s drivetime show to discuss the product and its release, including price and how/where to purchase. Smooth North West:(Regional) Host: Angie Greaves Broadcast: Friday 20th October 18:00-18:30pm

● Appendix K Continued:



● Pre-Release Social Media Advertisement

In the build-up to the product launch, promotional articles, video teasers, story reels and imagery will consistently circulate across Gig-Gogz' social media channels.

Sponsored advertisements and tastemaker support from social media pioneers such as [Unilad Tech](#) will further promote the Gig-Gogz brand, product and release date.



● Television Advertisement

Gig-Gogz TV Advertisements will launch on Sunday 1st October 2023 and run for four months across ITV, Channel 4 and Sky Arts. The advert run-time will be 40 seconds in line with broadcasting requirements.

[CLICK HERE TO VIEW ADVERT](#)

Costs:

ITV - £2500.00 per month

Channel 4 - £3000.00 per month

Sky Arts - £2000.00 per month

TOTAL: £30,000.00.

Song Credit: Primal Scream - Movin' on Up

● Product Release Day



After months of intense PR campaigns, Gig-Gogz are scheduled for release on Friday 27th October 2023 for £329.00. The product launch date has been chosen specifically to encourage sales and increase consumer excitement in the build-up to Christmas.

Gig-Gogz will be available to purchase online from the Gig-Gogz website or in-store only at [Currys PC World](#). Curry's are a credible brand that is known for stocking Sony products, moreover, selling Gig-Gogz via the retail giants caters to consumers who prefer to make physical purchases.

At Currys PC World, the stock will be limited to 3000 of the 30,000 headsets. The business will take 40% of any Gig-Gogz revenue generated via in-store purchases. If all headsets sell, the tech giant will benefit from an average profit of £360K.



► JANUARY – APRIL 2024 ◀

● Appendix L:

Throughout January 2024, Gig-Gogz' social media followers will have the opportunity to receive a 10% discount on the product price (New temporary price: £296.00).

People will receive their unique 10% discount code to their message inbox in return for interacting, sharing and tagging potential customers in Gig-Gogz' comment threads. The offer will only be valid throughout January and for online purchases via www.gig-gogz.co.uk.

● January Sales Offer



● Introduction of Premium Subscription



In March 2024, Gig-Gogz will introduce its first subscription model. For £9.99 per month, subscribers will be privy to exclusive Gig-Gogz news, extra genres and gig footage and discounts on merchandise and ticketed events. Moreover, subscribers will have the option to purchase £6.00 sensory packages delivered via post.



[Guru Boutique](#) is a bohemian-esque store located in the North East of the UK. Gig-Gogz will support the independent business by giving them 100% of the £6.00 fee in exchange for them creating and distributing the sensory packages across the UK. The packages may appeal to all audience demographics, but increasingly so to people with ASD and sensory processing disorders

● Available Sensory Packages



Festival Fantasy -

'Sunrise' incense, confetti, neon face paints, indoor sparklers, party poppers and a 'Summer Festival' Candle (Left).

Calm Vibe -

'Fresh Lavender' incense, relaxing massage oil. 'Home Sweet Home' wax melt, 'Calming Waves' candle & Chamomile & Lemongrass tea (Right).

● O2 Arena Charity Gig Announcement



Gig-Gogz

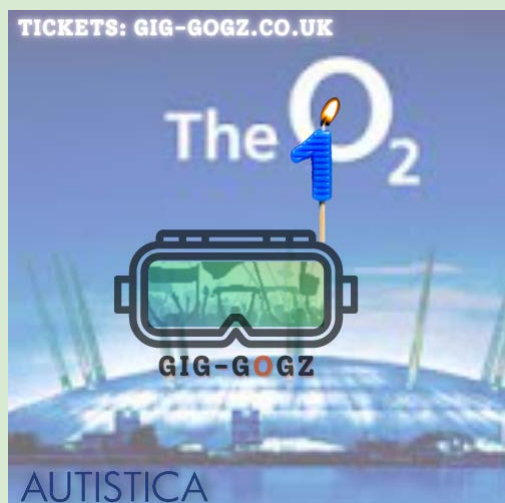
Just now · 🌐

SURPRISE! We are delighted to announce our first major live event of the year in association with our good pals at the [O2 arena](#). On Saturday 19th October 2024 we'll be bringing some of the finest musicians in the world together to celebrate Gig-Gogz's 1st birthday whilst raising funds for a leading Autism charity - [Autistica](#).

Yes, [Robbie Williams](#) [Kelly Rowland](#) [Owl City](#) [Ladyhawke](#) [Courtney Love](#) [Lady Gaga](#) [Maroon 5](#) [Elton John](#) [Paul McCartney](#) are you ready?

Two ticket types will be available from www.gig-gogz.uk, General Event Tickets & 3D Livestream VR Tickets

On Friday 2nd February 2024, Gig-Gogz will announce their 1st birthday plans, a major live event. On Saturday 19th October 2024, Gig-Gogz will take over the O2 Arena in London for a spectacular charity event that will boast performances from Adam Young (Owl City), Courtney Love, Ladyhawke, Robbie Williams, Elton John, Lady Gaga, Maroon 5, Kelly Rowland and Paul McCartney.



Tickets for the event will be released on Tuesday 2nd April 2024 - World Autism Day.

General Admission: £65.00 (£20.00 from each ticket is donated to Autistica UK).

3D Livestream via Gig-Gogz: £25.00 (£5.00 from each ticket is donated to Autistica UK).

► GIG-GOGZ ON THE ROAD◀

● Appendix M:



Throughout Summer 2024, Gig-Gogz will be on the road promoting its technology at iconic music festivals across the country.

The Gig-Gogz truck will be providing festival-goers with free, virtually immersive musical experiences live from the main stages of each site. The festival tour is an effective means of promoting the Gig-Gogz product to music lovers of all ages across the entirety of the UK, targeting a broad, eclectic demographic with different perspectives and different musical preferences.



'Gig-Gogz on the Road' will be documented on the companies social media, particularly on their YouTube channel, where fans can follow the latest festival antics and updates from the truck.

[CLICK HERE TO VIEW TRAILER](#)

Song Credit: Canned Heat - On the Road Again

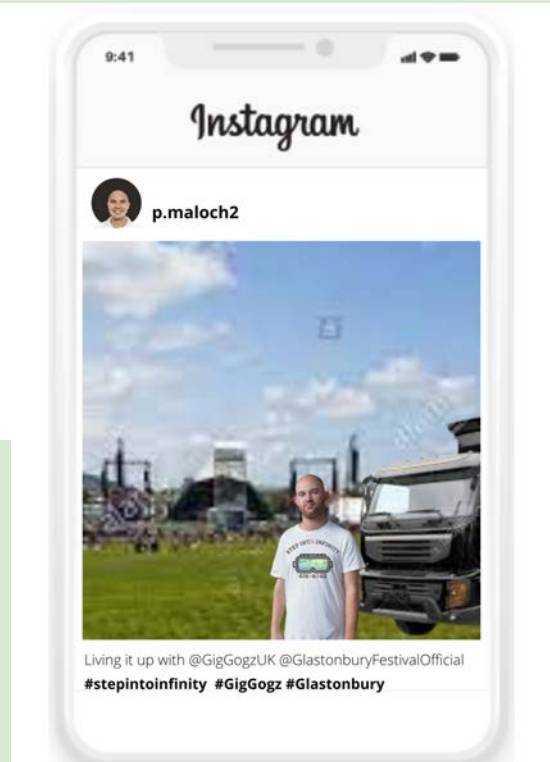
● Free T-Shirt & Social Media Marketing



Revellers who partake in the exclusive Gig-Gogz VR experience will receive a free T-shirt, unique to each festival location on the agenda.

If festival-goers upload a picture of themselves wearing the t-shirt to Instagram they could win a Gig-Gogz headset and a free, year-long subscription; 9 headsets (one from each festival) will be up for grabs.

Those who share their photographs to social media will be asked to use specific hashtags depending on which festival they are posting from. For example, #Stepintoinfinity #GigGogz with #GlastonburyFestival #Latitude Festival #LeedsFestival etc.



● Gig-Gogz on the Road - Press Agenda

OUTLET:	ANGLE:
	CRAVE NEWS: Everything You Can Expect From the Gig-Gogz Festival Tour. Journalist: Geoffrey Morrison Published: Thursday 30th May 2024
	FEATURE: Are Gig-Gogz at a Festival Near You? Here's How to Bag Yourself a Free Headset and a Year's Subscription to the Realms of Virtual Reality. Journalist: Mark Fullbright Published: Friday 7th June 2024
	RADIO: Gig-Gogz Live from Glastonbury Festival with Steve Lamacq. Host: Steve Lamacq Broadcast: Friday 28th June 18:00pm 2024
	REVIEW: "I tried out Gig-Gogz at Boardmasters Fest this weekend, here's what happened..." Journalist: Simon Truss Published: Tuesday 20th August 2024

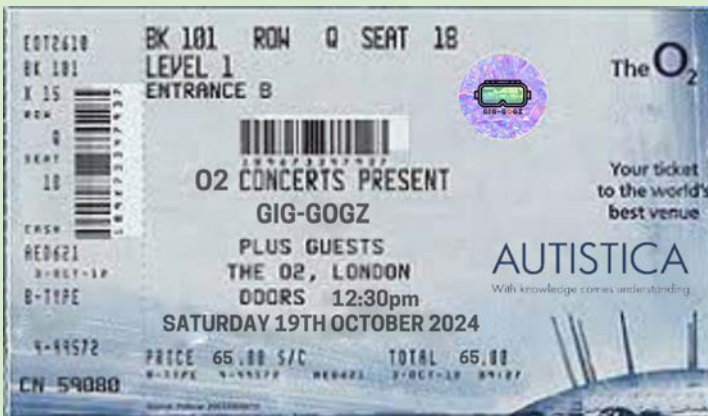
● Costs

ITEM:	COST:
FUEL	£850.00
ACCOMODATION	FREE
FOOD & DRINK X2	£2000.00
T-SHIRTS (45,000)	£63,000.00
HEADSET GIVEAWAY	£3080.88
TOTAL:	£68,930.88

Ultimately, the festival tour will endeavour to further promote the Gig-Gogz brand, increase company sales, generate content for social media channels and dramatically increase diverse gig footage for the website's 'Gigography.'

► O2 ARENA CHARITY GIG ◀

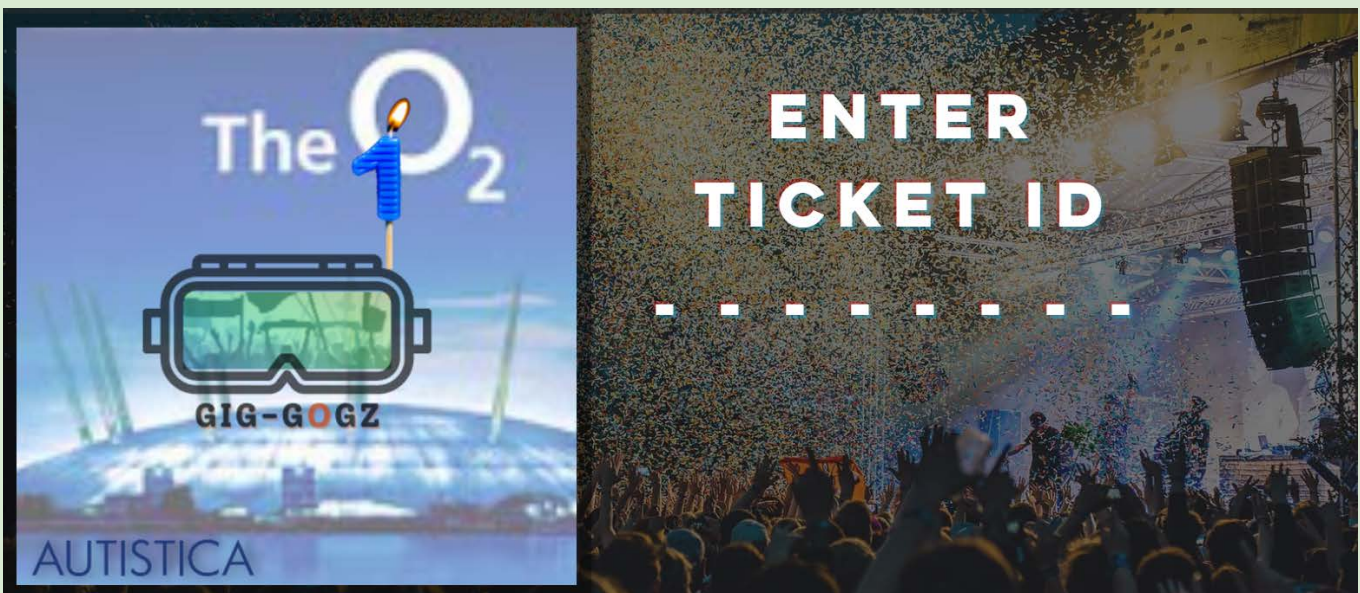
● Appendix N:



Saturday 19th October 2024 will mark the date of Gig-Gogz's highly anticipated charity gig in support of Autistica UK.

The [O2 Arena](#) in London boasts a capacity of 20,000 (O2 Arena 2021),, therefore 20,000 event tickets will be available for revellers who want to attend the concert in person.

Tickets will cost £65.00 with £20% (£13.00) from each sale donated directly to Autistica UK.



Those who wish to live stream the concert from home via Gig-Gogz can so at the price of £25.00 per person, £5.00 from each VR ticket will be donated directly to Autistica UK. Once users have purchased a ticket they will receive a unique 8-digit ticket code via email which will allow them to tune in to the event.

The line-up will feature nine genre-spanning musicians, each avid Autism supporters.

- Owl City & Ladyhawke
- Kelly Rowland
- Maroon 5
- Courtney Love
- Robbie Williams
- Paul McCartney
- Lady Gaga
- Elton John



● Performance Schedule

ARTIST(S):	TIME SLOT:	SET LENGTH:
ELTON JOHN	21:30 – 23:00	1 hr 30 mins
LADY GAGA	20:05 – 21:10	1 hr 5 mins
PAUL MCCARTNEY	18:40 – 19:45	1 hr 5 mins
ROBBIE WILLIAMS	17:30 – 18:20	50 mins
COURTNEY LOVE	16:30 – 17:10	40 mins
MAROON 5	15:30 – 16:10	40 mins
KELLY ROWLAND	14:30 – 15:10	40 mins
OWL CITY & LADYHAWKE	13:30 – 14:10	40 mins



● Backstage Coverage

The Gig-Gogz marketing and promotional teams will be on-hand to stream exclusive backstage footage across YouTube, Facebook, Instagram, Twitter and TikTok.

The artists will be encouraged to share content streams with their fanbase via their official social media platforms.

● Exclusive Merchandise



[Kontraband Merch](#) will produce 20,000 exclusively designed Gig-Gogz/O2 Arena T-Shirts at a manufacturing cost of £1.40 each. The retail cost of each shirt will be £15.00 and they will be available to purchase physically at the O2 Arena or online via the Gig-Gogz virtual merch stall. (20% of merch revenue will be donated to Autistica UK).

Kontraband will also produce an event lanyard containing a schedule for the day and artist' bios. 20,000 programmes will be made for £0.70 each (£10,000.00). The programmes will cost £3.50 each, with 15,000 made available for the O2 Arena and 5,000 3D effect versions ready to post to Gig-Gogz users at home.



● Appendix N Continued:

● Promotion & Advertising



On the week commencing Monday 22nd July 2024, Gig-Gogz O2 Arena Charity Gig posters will pop up at numerous locations in cities and towns across the UK.

Exclusive designs will be seen on bus stops, billboards, underground routes, vehicles and selected music venues. Additional Gig-Gogz flyers will be distributed in pubs and on college and university campuses.



London-based street artist, [Ed Hicks](#) will temporarily transform the roof of the O2 Arena in the months leading up to the charity gig.

The well-known Gig-Gogz branding and visual iconography will be displayed on top of the iconic, architectural landmark.

The advertisement will be visible for those flying in aircraft above London. Moreover, the marketing move will encourage curious conversation and build a sense of hype and anticipation ahead of the event.

● **Social Media Promotion**



In the months before the charity gig, all nine artist's will regularly share and promote the event via their personal social media channels. Content will include tweets, Instagram pictures and story reels, Facebook live streams and TikTok videos of each celebrity testing the Gig-Gogz product.



A series of video trailers will be circulated and shared across social media in the months leading up to the charity concert to build anticipation and encourage ticket sales.

[CLICK HERE TO WATCH THE TRAILER](#)

Song Credit: Elton John
- Rocket Man

● Blog & Magazine Press Coverage

OUTLET:	ANGLE:
	LISTINGS: MBW will advertise the gig in their event listings from August-October 2024.
	REVIEW: Gig-Gogz - Are They Worth Buying Ahead of October's Charity Gig at the O2 Arena? Journalist: Simon Baker Published: Friday 20th September 2024
	LIVE REVIEW: PC Magazine will be liveblogging their Gig-Gogz experience throughout the day of the charity gig. Journalist: Stephanie Milot Published Live: Saturday 19th October 2024 13:00pm onwards
	EVENT NEWS: Pink Wafer will publish a promotional piece advertising the event and all the details around charity donations and what Gig-Gogz are trying to achieve. Journalist: Emily Zurowski Published: Monday 19th August 2024
	REVIEW: Clash will send journalists to review the concert from the O2 Arena. Journalist: Robin Murray Published: Tuesday 22nd October 2024
	REVIEW: Headset Users Respond to the Gig-Gogz Charity Concert at the O2 Arena Journalist: James Smyth Published: Thursday 24th October 2024

● Podcast & Radio Promotion

OUTLET:	ANGLE:
	EVENT PROMO: Gig-Gogz will chat with Ken Bruce about the upcoming charity gig in aid of Autistica UK. Broadcast: Thursday 4th April 2024 16:00-16:30pm (World Autism & Ticket Release Week).
	COMPETITION: Gig-Gogz will be live on Smooth Radio London with Jenni Falconer where listeners will have a chance to win 2X tickets to the O2 Arena concert. Broadcast: Wednesday 4th September 2024 9:00am
	PODCAST: Gig-Gogz and Robbie Williams will join Autism Radio for an hour-long chat about Autism, how it affected the singer's life and the concept of VR & music as therapy. Host: Paul Chimes Available From: Monday 9th September 2024
	Gig-Gogz will be live on BBC World Service as part of the 'Digital Planet' series. Topics discussed will include the concept of Gig-Gogz, the tech behind the goggles & what users at home can expect from their first, live VR Gig-Gogz experience. Host(s): Gareth Mitchell & Bill Thompson Broadcast: Tuesday 17th October 2024 21:00pm.
	Paul McCartney will be live on Radio X where he will be discussing the first time he tried Gig-Gogz and what to expect from the charity gig. Host: Dan Gasser Broadcast: Saturday 12th October 2024 18:00-19:00pm

● **Event Costs**

SERVICE:	ADDITIONAL INFO:	COST:
Venue	O2 are Gig-Gogz Partners, they take 20% of overall revenue return across three years & take all food and drink profits from the evening.	N/A
Artist Fee(s)	Charity Event	N/A
Artist(s) Riders & Travel	Rider(s) x 9 - £450.00 Travel x 9 -£ 2000.00	£2,450.00
Accommodation	Crew & Artist Hotels (Many live local to London)	£5,000.00
Merch Production	20K T-Shirts - £28,000.00 20K Lanyards - £14,000.00	£42,000.00
Press & Promotion	- O2 Arena Roof Art by Ed Hicks from Wall to Wall - £2,000.00 - Billboards, Adverts, Poster Design & Distribution (3 months) - £50,000.00 - Press Material - Free	£52,000.00
TOTAL EXPENDITURE:		£101,450.00

● **Potential Revenue Return Should Item(s) Sell Out**

ITEM(S):	DETAILS:	DONATION:	REVENUE FOR GIG-GOGZ/O2
Physical Ticket Sales	20K at £65.00 - £1.3Million	20% to Autistica - £260,000.00	Total to Gig-Gogz - £1,040,000.00
VR Ticket Sales	Based on 10K Streams - £250K	20% to Autistica - £50,000.00	Total to Gig-Gogz - £200,000.00
Merchandise Sales	20K T-shirts at £15.00 - £300K 20K Lanyards at £3.50 - £70K	20% to Autistica - £74,000.00	Total to Gig-Gogz - £296,000.00
		Total Raised: £384,000.00	Gross Profit: £1,050,550.00

Overall the charity concert has the potential to raise £384K for Autistica UK and £1,050,555M between Gig-Gogz and the O2 Group. The event is beneficial in a multitude of ways such as:

- **Promoting Gig-Gogz to both the general community and the autistic community.**
- **Raising money and enhancing Gig-Gog'z likeability and brand credibility through charitable acts.**
- **Building networks and collaborating with influential artists and tastemakers.**
- **Creating the opportunity for two different revenue streams via physical and VR ticket sales.**
- **Increasing financial income generated via physical and VR merchandise sales.**

► CAMPAIGN TIMELINES ◀

● Appendix ○:

(1:4) Friday 14th January 2022 - Friday 14th October 2022 (9 Months)				
MONTH/YEAR	WEEK ENDING	PRODUCTION & DELIVERY	LIVE ACTIVITY	PROMO/MARKETING ACTIVITY
JANUARY 2022	Fri 14th	Fri 14th: Campaign Launch		
	Fri 21st	Define Objectives for Gig-Gogz Campaign. SWOT Analysis/Competitor Research Define Target Audience(s), demographics/psychographics. Determine which social media platforms to use.		
	Fri 28th	Field research into Autism, music & virtual reality (VR). Surveys/Stats/Theory Contact relative Autism charities Meet with Sony Music's Equality, Diversity & Inclusion Committee regarding the Global Social Justice Fund.		
FEBRUARY 2022	Fri 4th	Field research into Autism, music & virtual reality (VR). Surveys/Stats/Theory.		
	Fri 11th	Meet with Steve Dalton - Managing Director at Sony UK Technology Centre.		Choose suitable press & promotional outlets. Research relevant tastemakers.
	Fri 18th			Contact selected magazine's, blogs and radio stations. Contact tastemakers to discuss future support.
MARCH 2022	Fri 4th	March: Increased focus on building brand identity.		
	Fri 11th	Research potential, suitable brand partnerships.		
	Fri 18th	Contact potential brand partnerships (O2 Academy Group, Autistica UK etc). Check-in with Sony Music.		
	Fri 25th	Visual Assets: Determine brand colour palette, logo, profile pictures and iconography.		
APRIL 2022	Fri 1st	Design Gig Gogz' official logo		
	Fri 8th	Contact expert & commence Website Design Meet again with Steve Dalton - Managing Director at Sony UK Technology Centre. Pitch marketing plan to Sony.		

	Fri 15th	Meeting with O2 Academy Group r.e gig footage.		
	Fri 29th	Set-up camera points at 5 O2 Academy Venues in Newcastle, Liverpool, Glasgow, Brixton and Leeds.		
MAY 2022	Fri 6th		Months of filming commences at O2 venues; collecting footage for the website's Gigography	
	Fri 20th	Hire an SEO expert to work on the completed website.		
	Fri 10th	Meet with Jak Dixon, manager of Aukestra band.		
JULY 2022	Fri 1st	Meet with a selection of Sony Music artists to speak about the Gig-Gogz' vision.		
	Fri 22nd	Meet with O2 Academy Group regarding footage from O2 Wireless Festival 2022.		
AUGUST 2022	Fri 5th	Accept £2M investment from Sony's Global Social Justice Fund.		
SEPTEMBER 2022	Fri 2nd	The first trial batch of 500 VR headsets goes into production at Sony UK Tech in Wales.		
	Fri 16th		Collect footage from O2 Wireless Festival (1st festival footage).	
	Fri 23rd	Meet with Tony Hall. BBC Director-General, to discuss Gig-Gogz.		
OCTOBER 2022				

(2:4) Friday 14th October 2022 - Friday 14th July 2022 (9 Months)				
MONTH/YEAR	WEEK ENDING	PRODUCTION & DELIVERY	LIVE ACTIVITY	PROMO/MARKETING ACTIVITY
OCTOBER 2022	Fri 21st	Main Focus - Grow audience and build brand awareness going forwards.		
	Fri 28th	Announce product retail cost - £329.00.		
NOVEMBER 2022	Fri 11th	Prototype beta testing with Aukestra (band).		
	Fri 25th	Prototype beta testing in London with a wider audience at the pop-up truck in Coaldrops Yard, Kings Cross.		
DECEMBER 2022	Fri 9th	Liaise with Currys PC World		
JANUARY 2023	Fri 6th	The second batch of VR Headsets into mass production at Sony UK Tech in Wales. (30,000 pairs).	Gig footage continues to be collected across all O2 venues.	
	Fri 20th	Define Gig-Gogz website subscription packages/ different genre categories.		

FEBRUARY 2023	Fri 3rd	Create Facebook, Instagram, Twitter, TikTok and YouTube accounts for Gig-Gogz.		
	Fri 10th	Determine company strapline. (Step Into Infinity).		
	Fri 24th	Hire an SEO specialist to work across Gig Gogz' social media platforms.		
MARCH 2023	Fri 3rd	Ensure branding and web assets are consistent and ready to launch.		
	Fri 10th	Fri 10th: Launch all of Gig-Gogz web assets. All Gig Gogz' social channels go live, with specific audience targeting to gain followers.		Fri 10th: Sponsored Adverts commence on Social Media
	Fri 31st	Meet with BBC again to discuss Glastonbury 2023 Coverage.		
APRIL 2023		A month of campaign reflection thus far to deal with any issues arising.		
MAY 2023	Fri 5th	30,000 Gig-Gogz headsets produced, packaged and awaiting product launch.		
	Fri 19th	Hire filmmaker to produce product adverts.		
JUNE 2023	Fri 23rd	Beta testing at Glastonbury Festival. 'Kidz Fields'		Promo & billboards across Glastonbury Festival site.
JULY 2023	Fri 7th	Full promotional launch across all web and social assets.		Mon 2nd: Full press and promotional launch across all outlets inc. physical promo. Tues 4th: Music Tech Interview published
	Fri 14th	Contact TV Advertising UK		

(3:4) Friday 14th July 2023 - Friday 12th April 2024 (9 Months)				
MONTH/YEAR	WEEK ENDING	PRODUCTION & DELIVERY	LIVE ACTIVITY	PROMO/MARKETING ACTIVITY
JULY 2023	Fri 21st	Meet with tastemakers - Owl City, LadyHawke, Kelly Rowland, Maroon 5, Courtney Love, Robbie Williams, Lady Gaga, Paul McCartney & Elton John.		Fri 21st: Financial Times News Piece published
AUGUST 2023	Fri 4th			Tues 8th: Art Noise Feature
	Fri 25th			Thurs 24th: Wired Magazine Feature
SEPTEMBER 2023	Fri 8th			Mon 4th: Music Business Worldwide adverts commence
	Fri 22nd			Thursday 21st: Mojo Interview

OCTOBER 2023	Fri 6th			Sunday 1st: Adverts Launch on ITV, Channel 4 & Sky Arts. Mon 2nd: Digital Planet Podcast Available
	Fri 13th			Weds 11th: 'Hope Saves the Day' Podcast Available via Autism Radio
	Fri 20th		Thurs 19th: Live on Capital FM at 4pm Fri 20th: Live on Smooth NW at 6pm	
	Fri 27th	Fri 27th: PRODUCT RELEASE DAY Cost: £329.00 Available online via the Gig-Gogz website and in-store only at Currys PC World.		
NOVEMBER 2023	Fri 10th	Contact Guru Boutique in Darlington regarding sensory packages.		November: Mass, consistent promotion across social media and other outlets in the run-up to Christmas. Thurs 9th: Mighty Gadget Xmas News Piece
DECEMBER 2023	Fri 1st		Fri 1st: Facebook Live answering audience Q's	December: Consistent promotion continues in the build-up to Xmas
JANUARY 2024	Fri 5th			Mon 1st: 10% social media discount offer commences and lasts throughout the month.
	Fri 12th		Mon 8th Live filming continues across O2 Academy venues.	Mon 8th: Begin advertising sensory packages & premium subscription.
FEBRUARY 2024	Fri 2nd.		Fri 2nd: O2 Arena Charity Gig Announcement	Fri 2nd: O2 Arena Charity Gig Announcement across all platforms.
	Fri 16th	Contact Kontraband Merch UK and commence production.		
MARCH 2024	Fri 1st	Fri 1st: Gig-Gogz Premium & Sensory Packages become available.		Fri 1st onwards: Advertise launch of premium and sensory packages on all channels.
	Fri 29th	Mon 25th: Gig-Gogz merch is ready for retail		
APRIL 2024	Fri 5th	Tues 2nd: World Autism Awareness Day - Tickets on sale for the charity concert at O2 Arena .£20.00 from each ticket directly to Autistica UK.	Thurs 4th: Live on BBC 4 at 4pm	Thurs 4th: BBC 4pm
	Fri 12th			Mon 8th: Social Teasers for O2 Arena gig begin

(4:4) Friday 12th April 2024 - Friday 17th January 2025 (9 Months)				
MONTH/YEAR	WEEK ENDING	PRODUCTION & DELIVERY	LIVE ACTIVITY	PROMO/MARKETING ACTIVITY
MAY 2024	Fri 17th			Tues 14th: Gig-Gogz on the Road Trailers commence online
	Fri 31st			Thurs 30th: C-Net News Piece
JUNE 2024	Fri 7th			Fri 7th: Clash Feature published
	Fri 14th	Thurs 13th: Filming commences for Gig-Gogz on the Road YouTube series.	Thurs 13th: Truck leaves for Gig-Gogz on the Road 14-16th: Download Festival	
	Fri 21st			GGOTR Ep.1 on YouTube
	Fri 28th		27th-30th Glastonbury Festival Fri 28th: Live from Glasto on BBC Music 6 from 6pm	Fri 28th: Live on BBC 6 Music
JULY 2024	Fri 5th			GGOTR Ep.2 on YouTube
	Fri 19th		19-21st: Latitude Festival	
	Fri 26th		26-28th: Bestival	Mon 22nd: Physical promo (posters, billboards etc) launch across the UK for 3-months. GGOTR Ep.3 on YouTube
AUGUST 2024	Fri 9th			Mon 5th: MBW starts listing the O2 Arena gig
	Fri 16th		16-18th: Boardmasters Festival	GGOTR Ep.4 on YouTube
	Fri 23rd			Mon 19th: Pink Wafer News Piece Tues 20th: Future Music Review
	Fri 30th		30th-1st Sept: Reading & Leeds Festival(s)	GGOTR Ep.5 on YouTube
SEPTEMBER 2024	Fri 6th		Weds 4th: Live on Smooth Radio London,- Ticket Competition 9am	Weds 4th: Smooth London at 9am
	Fri 13th		13-15th: Parklife Festival	Mon 9th: Autism Radio Podcast with Robbie Williams is available
	Fri 20th		20-23rd: O2 Wireless Festival	Fri 20th: Zath Review

OCTOBER 2024	Fri 11th		Sat 12th: Live on Radio X at 6pm	Sat 12th: Live on Radio X
	Fri 18th		Thurs 17th: Live on Digital Planet at 9pm Sat 19th: O2 Arena Charity Concert all-day	Thurs 17th: Digital Planet Live Show Sat 19th: Constant Social lives teams and updates from backstage at the O2 Arena PC Magazine blogging live from the charity concert
	Fri 25th			Tues 22nd: Clash Review of O2 Arena gig is published Thurs 24th: Mighty Gadget Review from live charity concert is published.
NOVEMBER 2024	Fri 1st			Competition to win a year premium subscription on Twitter & Instagram
	Fri 22nd			Competition to win a year premium subscription on Facebook & TikTok
DECEMBER 2024	Fri 6th	Gig-Gogz website & social revamp in line with Xmas		Mon 2nd: Gig-Gogz advertised in Currys PC World Xmas Catalogue throughout December
	Fri 13th			Social Teasers intensify in the build-up to Christmas
		Aftercare & Reflective Period		Gig-Gogz Xmas adverts over the tannoy in Currys PC World
JANUARY 2025	Fri 3rd Jan.	January Sales - 25% off Gig-Gogz - liquidising renaming stock before new, improved & updated Gig-Gogz+ headsets are mass-produced.		'LAST CHANCE' 25% January Sales adverts circulate online
	Fri 10th	Mon 6th: Meet with Steve Dalton at Sony Music Tech to discuss the development and mass production of new improved & updated Gig-Gogz+ headsets.		Weds 8th; Future Music piece speculates rumours around new updated Gig-Gogz headsets in the near future
	Fri 17th	Gig-Gogz Marketing Campaign Ends		

► REVENUE, COSTS & BUDGET ◀

● Appendix P:

REVENUE STREAM/EVENT	DESCRIPTION	POTENTIAL RETURN (£)
Gig-Gogz Headset Sales	27,000 headsets sold via gig-gogz.co.uk - £8,883,000.00 3000 headsets sold in-store at Currys - £987,000.00 Deduct Curry's take of 40%: £394,800.00 Gig-Gogz take 60%: £592,200.00 = £9,475,200.00	Average £8,500,000.00 (8.5M) (Considering discount offers throughout the campaign)
Gig-Gogz Premium Subscription	Based on the premise of a minimum of 100 new subscribers per month between March-December 2024.	£9,900.00
Physical Ticket Sales for O2 Arena Gig	20K at £65.00	£1,300,000.00 (1.3M)
VR Ticket Sales for O2 Arena Gig	Based on a minimum of 10K Streams at £25.00	£250,000.00
Merchandise Sales from O2 Arena Gig	20K T-shirts at £15.00 - £300K 20K Lanyards at £3.50 - £70K	£370,000.00
General Merch Sales Throughout the Year	Based on the premise that at least 50 T-shirts are sold each month from April - December 2024	£6,750.00
ESTIMATED TOTAL:		£10,436,650.00
CAMPAIGN COSTS	DESCRIPTION	COST (£)
Headset Design & Manufacture	The Design & Manufacture of 35,000 Gig-Gogz Headsets at Sony Tech in Wale (Also covers Beta Testing costs).	£2,000,000.00 (2M) (Covered by Sony's Global Justice Fund investment).
Camera Equipment & Tech		
Camera Equipment for O2 Venues	Permanent camera installations across the 5 O2 Academy Venues - £15,000 per venue.	£75,000.00
Camera Equipment for Festival Tour & O2 Gig	The same camera rig will be installed and dismantled at each festival site across the 2024 tour.	£30,000.00
Tech Team	For Gig-Gogz on the Road and events	£60,000.00
Website, Social Media & TV		
Website Design, Creation & Upkeep	BrainBox Studios, UK	£1500.00
Logo Design	BrainBox Studios, UK	£500.00

Freelance SEO Specialist	Work on web & social media before the launch	£250.00
Sponsored Social Media Adverts	Annual - March 2023-March 2024	£720.00
Social Media Team	2 Employees on £29,000.00 a year	£174,000.00
Videographer	To create trailers and TV adverts	£8,000.00
TV Adverts (4-months)	ITV: £2500.00 per month Channel 4: £3000.00 per month Sky Arts: £2000.00 per month	£30,000.00
Overall Merchandise Production		
O2 Arena Exclusive T-Shirts	20,000 at £1.40 each to make	£28,000.00
O2 Arena Lanyard	20,000 at £0.70 each to make	£14,000.00
T-Shirts for Gig-Gogz on the Road	45,000 at a cost of £1.40 each to make	£63,000.00
T-Shirts for General Sale	2000 at £1.40 each	£2800.00
Press & Promotion		
Press Promotion	Blogs, Magazines & Radio Stations	FREE
Product Launch Physical Promotion	Physical Promotion of product launch across the UK via billboards, posters and flyers.	£50,000.00
O2 Arena Physical Promotion	Physical Promotion across the UK advertising the charity concert via billboards, posters and flyers.	£50,000.00
O2 Arena Roof Art	A special promotional art piece by Ed Hicks.	£2,000.00
Gig-Gogz Truck		
Vehicle	Truck purchase and maintenance	£25,000.00
Gig-Gogz on the Road		
Fuel		£850.00
Accommodation	Truck/Tent	FREE
Food & Drink	For two Gig-Gogz experts	£2000.00
Headset Giveaway	Instagram Festival Competition	£3080.88

O2 Arena Charity Concert		
Venue	O2 are Gig-Gogz Partners, they take 20% of overall revenue return across three years & take all food and drink profits from the evening.	FREE
Artist Fee(s)	Charity Event	FREE
Artist(s) Riders & Travel	Rider(s) x 9 - £450.00 Travel x 9 -£ 2000.00	£2,450.00
Accomodation	Crew & Artist Hotels (Majority live local to London)	£5,000.00
Donation		
Autistica UK	Overall donation to Autistica UK following the O2 Arena charity event	£384,000.00
TOTAL EXPENDITURE:		£1,012,150.88
PROFIT:		£9,424, 500.00
Amount Payable to O2 ACADEMY GROUP (20%):		- £1,884,900.00
POTENTIAL GROSS PROFIT:		£7,539,600.00
REQUIRED BUDGET		
With an Additional £2M Investment from Sony's Global Social Justice Fund		£1,200,000.00 (1.2M)
Without Additional £2M Investment from Sony's Global Social Justice Fund		£3,200,000.00 (3.2M)

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